

MLO[®]

MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969



Analyzers
 Anatomic Pathology
 Automation/LEAN
 Biomarkers
 Blood Banking
 Cancer
 Chemistry
 Coagulation
 Diabetes
 Drugs-of-Abuse Testing
 Flu/Respiratory
 HAI/MRSA
 Hematology
 Hepatitis
 HIV
 HPV
 Infectious Disease
 Lab Management
 LIS
 Mass Spectrometry
 Microbiology
 Molecular Diagnostics
 Pathology
 PCR
 Pharmacogenomics
 Pregnancy/Prenatal
 Rapid Testing/POCT
 Regulations
 Salary Survey
 Sepsis
 Software
 STIs
 Urinalysis
 Virology
 Vitamin D Testing
 Women's Health



2019 MEDIA SOLUTIONS

IN 1969, MLO-MEDICAL LABORATORY OBSERVER DEBUTED AS THE ORIGINAL CLINICAL LABORATORY MAGAZINE

Clinical lab decision-makers rely upon MLO for peer-reviewed editorial and new product information. MLO is a multimedia resource, that delivers a monthly magazine, digital edition, daily eNewsletters, website, the annual CLR buyers guide, and trade show marketing opportunities.

EDITORIAL COVERAGE

If interested in contributing please email Lisa Moynihan, MLO editor, at lmoynihan@mlo-online.com for:

- **ARTICLE CONTRIBUTIONS** The editorial calendar is on page 3. Email editor at least two months prior.
- **FREE PRODUCT FOCUS CONTRIBUTIONS** Monthly categories are located in the last column of the editorial calendar. Email editor at least two months prior.
- **PRESS RELEASES & NEW PRODUCTS** Email editor for possible inclusion in MLO's daily eNewsletter (LABline) or print magazine.

MULTIMEDIA ADDED VALUE FOR PRINT ADVERTISERS

- **FREE LINK** on www.MLO-online.com home page
- **FREE DIGITAL EDITION LINK** within your ad
- **FREE BONUS FOR FULL-PAGE ADS:**
 - AD COMPARISON STUDIES** Third-party Signet Research provides metrics and verbatims for February and September issues. Valued at \$4500 net.
 - CLINICAL SPOTLIGHTS** Receive additional print space in specific issues (see calendar). Submit 35 words, image, and URL. Valued at \$1,964 net.
 - DISCOUNTED eLIST RENTAL** Rent 3,000 emails, get 1,000 free in January and August. Valued at \$450 net.

QUALIFIED LEADS

- **LABline** and **ePRODUCT INSIDER** Two eNewsletter options with ads, emailed up to 34,000 subscribers. (See page 6).
- **SPECIAL REPORT** Includes your exclusive ad on the email blast up to 34,000 and on the web page for 12 months with leads! (See page 7).
- **WHITE PAPER PROGRAM** (See page 8).
- **WEBINAR PROGRAMS** Advertise your prepared webinar OR let us produce and promote a custom webinar for you. (See page 8).

ADDITIONAL REACH

- **www.MLO-ONLINE.com** Responsive media options include videos, wallpaper, leaderboards, and roll-overs. (See page 9-10).
- **CLR - Clinical Laboratory Reference** The annual buyers guide is mailed in August and searchable at www.CLR-online.com (See page 4).
- **EMAIL AND POSTAL LIST RENTALS** Target lab professionals by job function, facility, and/or types of products purchased by renting our audited database. Email \$450/M net. Postal \$200/M net plus \$15-\$25/M for selects.

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USAF (retired) has 24 years of laboratory
experience managing both clinics and
hospital laboratories including over six years
of applied research

45,338 PRINT SUBSCRIBERS ¹

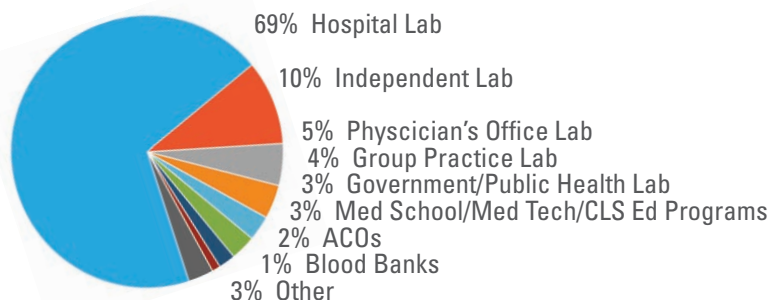
117,392 print readers with pass-along ²

DECISION MAKERS ¹

43%	LAB DIRECTOR Lab Manager/Administrator/Supervisor/Section Manager/Dept. Head/POL Group Practice Manager/Administrator/MA/Nurse
20%	Chief/Asst. Chief Medical Technologist/MLT/MLS
17%	Pathologist/Physician
11%	POCC/POCT Coordinator/Compliance/QA Coordinator/Manager/Educator/Dept. Chair/Faculty/Phlebotomist/Nurse/Other
7%	Clinical Chemist/Microbiologist/Hematologist
2%	Hospital Admin./Owner/Officer/Purchasing
>1%	LIS/EMR/EHR Manager

65% of MLO subscribers are involved with their lab's purchasing process ²

DIAGNOSTIC LAB FACILITIES ¹



84% report their budgets for 2019 will be increasing or remaining the same ²

55% report that PRINT media is where they first discover products for their lab; 45% state electronic media ²

EXCLUSIVE READERSHIP²

16,738	MLO subscribers <i>do not read</i> CAP Today
26,758	MLO subscribers <i>do not read</i> Clinical Lab News
29,946	MLO subscribers <i>do not read</i> Clinical Lab Products
35,297	MLO subscribers <i>do not read</i> Lab Manager
36,664	MLO subscribers <i>do not read</i> Medical Lab Mgt.

AD IMPACT

70%

are influenced by a company's ad in MLO... being more likely to inquire or consider the company during product evaluations ²

75%

have shared MLO articles or ads with their lab peers ²

LOYAL READERSHIP

88%

have received MLO for more than 3 years. 61% of respondents for 10 years or more...a highly engaged and experienced audience! ²

86%

read at least 3 out of 4 issues of MLO ²

42 minutes

is the average time spent with each issue of MLO ²

ONLINE INFLUENCE

46,386

average monthly users at www.MLO-online.com with 83,504 page views ⁴

34,995

subscribers are delivered the daily LABline eNewsletter ¹

9.5%

average daily open rate for LABline eNewsletter. 6.78% CTR ³

8%

average daily open rate for eProduct Insider. 9.38% CTR ³

CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year

85%

access CLR in print or online ²

62%

save their print CLR issue for use in the year ²



SOURCE

- ¹ MLO VAC Statement, 9/17
- ² MLO Subscriber Profile Study, 9/18
- ³ Critical Impact, 1/18-9/18
- ⁴ Google Analytics, 7/18-3/19

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	SPECIAL FEATURE	EDUCATION	QA/BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	ADVERTISER BONUS & SHOW COVERAGE
JAN	Immuno- diagnostics	HbA1c	QA/QC	HIV Series	Cancer (Breast/Ovarian)	Urinalysis	Somatic Microchimerism – Origins, Impacts, and Detection	Vitamin D	eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers
FEB	Blood Disorders	LIS	POCT	HIV Series	Molecular and Microbiology	Automation/ Analyzers	PCR for Antibiotic Resistance Markers – Not the Whole Story	Microscopes	Semi-Annual Signet Ad Study HIMSS Feb 11-15 Orlando
MAR Celebrate 50 YEARS	Sepsis	Infectious Diseases	Labs: Past, Present and Future	Hematology	Mass Spectrometry	Artificial Intelligence/ Test Efficiencies	Limits of Detection: What's the Probability Your Negative Sample is Actually Negative?	New Products	MLO's 50th Anniversary Promotion: buy a full page, get a full-page advertorial highlighting your company for 50% off
APR	Diabetes	Reducing Lab Errors	Lab of the Year	Cancer	C. Difficile	Diversity/ Disability in the Lab	WGS vs WES: Why the Exome Isn't the Whole Story	Virology	CLMA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers CLMA Mar 31-Apr 3 Grapevine, TX
MAY	Molecular Testing	Toxicology (Therapeutic & Drugs of Abuse)	Salary Survey	HPV/STIs	Software	Improving the Patient Experience	Long Term Persistence of Pathogen DNA	Specimen Collection	Clinical Spotlight in print: 35 words and image for full-page advertisers CVS May 5-8 Savannah
JUN	Cardiac Biomarkers	Chemistry	Revenue Cycle Management/ Reimbursement	Polymerase Chain Reaction (PCR)	Hematology	Cleaning the Lab/ Detoxification	Quantitative Trait Loci – Uncovering Genes for a Continuously Variable Trait	Analyzers	Clinical Spotlight in print: 35 words and image for full-page advertisers ASCO May 31-Jun 4 Chicago APHL Jun 3-6 St. Louis ASM Jun 20-24 San Francisco
JUL	Autoimmune/ Allergy	Liquid Biopsies	Pathology Processes	Vitamin D	Diabetes	Group B Strep	Warfarin: Lessons in Pharmacogenomics	Centrifuges	AACC Clinical Spotlight in print plus 60% off eProduct Insider for full-page advertisers AACC preshow issue
AUG	CLR 2019-2020 ANNUAL BUYERS GUIDE print, online, trade shows						CLR FULL PAGE AD BONUS: Free 5" listing in print		
AUG	Antimicrobial Resistance	Next Generation Sequencing (NGS)	Equal partners; "Elevate the Lab"	Automation	Developing QC Practices	Perception/ Retention in the Lab	Jumping Genes: Alu Elements in Human Disease	POCT	eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers. Promote AACC! AACC Aug 3-8 Anaheim
SEP	Flu/Respiratory	Controls/ Reagents	Utilization of Supplies and Equipment	The Cost of Poor Quality	Hemostasis	Specimen Collection	Getting to the End: Telomeres In Clinical Settings	Rapid Testing	Semi-Annual Signet Ad Study
OCT	Blood Banking	Analyzers	Lab Safety	Microbiology	LIS/EHR	Immuno- histochemistry	Histone Acetylation: An Emerging Target	Hematology	Clinical Spotlight in print: 35 words and image for full-page advertisers AABB Oct 19-22 San Antonio
NOV	Endocrinology	Assays	The Inspection Ready Lab	Flu/Respiratory	POCT	Flow Cytometry	Reverse Transcriptase Inhibitors: NRTIs vs. NNRTIs	Diabetes	AMP/MEDICA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers AMP Nov 7-9 Baltimore MEDICA Nov 18-21 Dusseldorf
DEC	Automation	Gastroenterology	Data Management	Rapid Testing	Women's Health	Biomarkers	What's With Hot Start? A Tale of Mispriming	LIS	Clinical Spotlight in print: 35 words and image for full-page advertisers

AD CLOSE: 1st of month prior to issue. Materials due 1 week later. EDITORIAL CLOSE: 2 months prior to issue. FREE Print Product Focus: 75 words and image, 2 months prior.

CLR

THE MOST COMPREHENSIVE
BUYERS GUIDE IN PRINT AND
ONLINE WITH MORE THAN
4,900 TESTS, EQUIPMENT,
PRODUCTS, AND SERVICES FOR
THE LAB

RESERVE NOW!



WWW.CLR-ONLINE.COM



CLR - CLINICAL LABORATORY REFERENCE

List your company, products, and services in CLR, MLO's annual reference and buyers guide published in August – in print and online for a full year.

Your listing in CLR reaches thousands of MLO and CLR web visitors... plus all the MLO magazine subscribers...plus conference attendees throughout the year.

YOUR COMPANY LISTING INCLUDES:

- Web listing of your color logo, 100 words, your contact information, and list of products...cross-referenced and searchable three ways for one year by:
 1. Company
 2. Test
 3. Equipment, Products, Services
- CLR print edition, mailed to 45,000 MLO subscribers in August.
- The CLR digital edition is emailed to 34,000 MLO subscribers and remains online all year at both www.mlo-online.com and www.clr-online.com.

NEW ADVERTISERS: Sign up for a new username and password here: <https://www.clr-online.com/Admin/NewUser.aspx>

PREVIOUS ADVERTISERS: If you don't have your username and password, please ask your Sales Contact to email them so you can make changes directly online to your previous listing.

CLR listings are purchased for print, by the inch. A print listing is published by COMPANY in alphabetical order, with up to 50 free cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services). The same information is then published online for one year, searchable three ways.

LISTING RATES:

Standard print size (1 column x 5" deep listing): \$1,115 net
Listing includes color logo, contact information, 100 words, and up to 50 FREE Index category references.

Additional inches: \$195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

Full page CLR advertisers receive a FREE 5" listing.

MAGAZINE PRINT RATES

B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
Full	\$ 5,685	\$ 5,561	\$ 5,440	\$ 5,312	\$5,090	\$4,942	\$4,818	\$4,717
2/3	\$ 4,323	\$ 4,223	\$ 4,115	\$ 3,997	\$3,875	\$3,726	\$3,582	\$3,537
1/2 Isl	\$ 3,953	\$ 3,880	\$ 3,774	\$ 3,679	\$3,599	\$3,519	\$3,458	\$3,412
1/2	\$ 3,147	\$ 3,086	\$ 3,002	\$ 2,914	\$2,840	\$2,734	\$2,684	\$2,648
1/3	\$ 2,413	\$ 2,344	\$ 2,289	\$ 2,237	\$2,189	\$2,135	\$2,103	\$2,082
1/4	\$ 1,850	\$ 1,812	\$ 1,760	\$ 1,707	\$1,679	\$1,639	\$1,608	\$1,584
1/6	\$ 1,532	\$ 1,486	\$ 1,441	\$ 1,398	\$1,363	\$1,315	\$1,276	\$1,244
1/8	\$ 1,160	\$ 1,125	\$ 1,091	\$ 1,058	\$1,032	\$ 996	\$ 966	\$ 942
Spread	\$11,124	\$10,790	\$10,467	\$10,153	\$9,848	\$9,553	\$9,266	\$8,988

COLOR	AD	SPREAD	COLOR	AD	SPREAD
2 Color-standard	\$615	\$1,135	3 or 4 Process	\$1,150	\$2,000
2 Color-PMS	\$915	\$1,525	Metallics	\$1,200	\$1,970

All rates above are based on payments by check, ACH, or wireless transfer.
Check with your MLO sales rep for rates with other forms of payment.

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly.
- Closing the 1st of the month prior to publication. Materials due one week later.
- Cancellations are not accepted after the closing date.
- MLO's Publisher reserves the right to select position.
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- Inserts are accepted as supplied or as Publisher-printed.

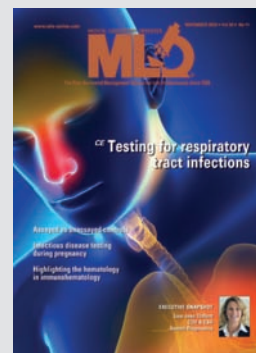
FOR PRODUCTION SPECS GO TO helpcenter.endeavorb2b.com

PRINT CLASSIFIEDS

Print Prices (gross) No bleed.	B/W	4/C
1/8	3.25 x 2.5	\$ 940
1/6	2.125 x 4.7	\$1,241
1/4 V	3.25 x 4.75	\$1,499
1/4 H	7 x 2.5	\$1,499
1/3 V	2.125 x 9.75	\$1,954
1/3 Square	4.5 x 4.75	\$1,954
1/2 H	6.75 x 4.75	\$2,435
1/2 V	3.25 x 9.75	\$2,435
Full Page	7 x 10	\$4,710

WEB CLASSIFIEDS

\$380 net per web ad which includes up to 100 words. Additional words are \$.35 each. Online ads will appear online at www.mlo-online.com for one month. All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only. Contact Carol Vovcsko: 941-321-2873
cvovcsko@mlo-online.com.



**LOWER
PRINT
CPM** (cost per
thousand rate)
**THAN MOST
OTHER
CLINICAL
LAB
MAGAZINES:
\$125.39¹**

¹Single page, B/W gross rate

Example only. MLO positions change weekly.





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May 8, 2017

BANNER AD 580 x 75 px

▶ **MN sees largest outbreak of measles in almost 30 years**
 ▶ **Changes to intestinal bacteria as a result of physiological stress**
 ▶ **HOT CLIPS: Diabetes – Top Picks**

BOX AD
280 x 175 px

BOX AD
280 x 175 px

MN sees largest outbreak of measles in almost 30 years
 Health officials are grappling with the largest outbreak of measles in Minnesota in almost 30 years, which is mainly sickening young children of Somali immigrants who fell under the sway of anti-vaccination activists.
 The state has reported 44 confirmed cases of measles since April 11, and the outbreak is the largest this year in the U.S., which had essentially eradicated the disease in 2000 before discredited research stoked fears of a link between vaccines and autism.
 Health officials would consider it contained after 42 days without a new case. The incubation period for measles infection is about 21 days.
 Visit NY Times for the article ▶
 Return to the table of contents ▶

BANNER AD 580 x 75 px



Lab professionals turn to MLO for unbiased answers, with more than 49 years of excellence in peer-reviewed editorial.
 ▶ **MLO Digital Edition**
 ▶ **MLO Website**
 ▶ **Subscribe to MLO Magazine**
 ▶ **CLR – Annual Buyers Guide**

NATIVE TEXT AD
The Anoxomat: The best anaerobic conditions for lab managers
 The Advanced™ Anoxomat® System's new Ergonomic Jar is lightweight yet durable, stackable and easily fits inside incubators. Anoxomat is the smart choice for laboratories looking to improve workflow, increase productivity and savings. For more information, download the whitepaper ▶ **Sponsor**

TEXT AD IMAGE
150 X150

Discover OsmoPRO: The latest Osmometry innovation
 Introducing OsmoPRO the newest addition to the Advanced Instruments family of freezing point osmometers. Designed specifically to meet the workflow demands of today's busy laboratory, OsmoPRO provides rapid, accurate osmolality results with ease and efficiency.
 Learn more ▶ **Sponsor**

Changes to intestinal bacteria as a result of physiological stress
 A new study finds that long periods of physiological stress can change the composition of microorganisms residing in the intestines (intestinal microbiota), which could increase health risks in endurance athletes and military personnel. The study is the first to study the response of the intestinal microbiota during military training.
 Intestinal microbiota appear to be one influencing factor in the gut's response to physical stress.
 Visit Newswise for the article ▶
 Return to the table of contents ▶

HOT CLIPS: Diabetes – Top Picks
SPONSORED BY 
 Click on the highlighted links below to discover the top MLO archival properties concerning Diabetes, a topic that is now at the forefront of healthcare discussions.
 Understanding diabetes testing: Where are we, and wh
 Insulin, insulin antibodies and insulin autoantibodies
 Complications resulting from uncontrolled diabetes
 Return to the table of contents





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eNEWSLETTER LEAD GENERATION

LABline eNewsletter is delivered daily Monday-Friday
Average Daily Sent: 34,955 opt-in subscribers (VAC Statement, Sep 2018)
Advertisers receive a report with full contact information of those who click on their ad.

LABline with Leads

Breaking news and product ads that generate actionable leads.

- Guaranteed position, add 10%
- Combine ad buys for frequency discounts
- Frequency advertisers may update monthly
- Materials due by 20th of the prior month

Monthly Gross Rates **15% agency discount available**

	1 week	1x	3x	6x	12x
TEXT AD 2-6 word headline max. 35 words 150x150 px Image (jpg, gif, or png) URL	\$1,275	\$4,144	\$3,506	\$3,315	\$2,590
NATIVE TEXT AD 2-6 word headline max. 35 words URL	\$1,218	\$3,959	\$3,453	\$3,167	\$2,474
BANNER AD 580x75 px	\$1,320	\$4,288	\$3,574	\$3,430	\$2,680
BOX AD 280x175 px	\$1,325	\$4,214	\$3,644	\$3,371	\$2,678

LABline "Hot Clips" SPONSORSHIP WITH LEADS

A collection of articles focused on one topic each month.
Includes "Sponsored by" link with your logo, headline, and 10 words.

- \$2,000 gross/month for LABline Hot Clips
- \$2,000 gross/month for Website Hot Clips
- \$3,000 gross/month for both

JAN: Women's Health
 FEB: HIV/Hepatitis
 MAR: Diabetes
 APR: LIS/Software
 MAY: HAI/Sepsis
 JUN: MDx
 JUL: Blood Banking
 AUG: Pathology/AP
 SEP: QC/QA
 OCT: Sponsor's Choice
 NOV: Flu/Respiratory
 DEC: Cancer

FOR PRODUCTION SPECS GO TO helpcenter.endeavorb2b.com

ePRODUCT INSIDER LEAD GENERATION

- Features product ads only
- Sent twice per month to 34,000+ subscribers
- Generates monthly full-contact lead report
- Includes jpeg, gif, or png image (send 300x300 - 72 dpi, up to 6 word headline, 35 words, and URL)
- Top position - add 15%
- Combine ad buys for frequency discounts
- Materials due by 20th of the prior month

Monthly Gross Rates **15% agency discount available**

	1 month	3 months	6 months	12 months
ePRODUCT INSIDER	\$1,979	\$1,814	\$1,705	\$1,584

CLMA and AACC: Discount for print advertisers in the MLO April or August show issues.

Full-page print receives eProduct Insider \$792 gross
Fractional print receives eProduct Insider \$1,000 gross



Introducing our new lead generation and custom content platform, designed to encourage prospects to become purchasers.

PHASE ONE

MLO subscribers are presented with a common industry problem via a custom content email and a linked Web page.

PHASE TWO

Only subscribers who engage in #1 are sent the next custom article outlining possible solutions.

PHASE THREE

Those who engaged with #2 are sent the final custom article describing the Sponsor's solution along with testimonials.

These final leads are sent to Sponsor representing the highest quality of audience ready to purchase.

\$8,050 gross

FOR PRODUCTION SPECS GO TO helpcenter.endeavorb2b.com

ePRODUCT INSIDER

GET EVERY DOLLAR FOR EVERY TEST!

MedicsPremier or MedicsRCM for billing, PAMA reports and more!

MedicsPremier is a comprehensive system either cloud-based or on your server, or MedicsRCM if revenue cycle management is preferred. Nearly 99% success rate on 1st attempt clearinghouse claims. In/out of network. Payer-based authorization alerts. PAMA/KPIs/reports. Sales rep reporting. LIS integrations.

Request your sample today. ▶

Puritan flocked swabs & transport systems

Puritan's HydraFlock® and PurFlock Ultra® patented flocked swabs — made with tiny, multi-length fibers for superior collection and elution — are the ultimate in specimen collection. And, transport your sample with our full selection of transport systems.

Request your sample today. ▶

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Continuing education courses for laboratorians

Whether you take one course or work toward a graduate degree or Certificate Program, we can meet your needs! Click here to watch our video!

Request your sample today. ▶

ONLINE COURSES FOR WORKING PROFESSIONALS AT MICHIGAN STATE

Medical Laboratory Observer

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EXECUTIVE BRIEF

Custom staff-written Q&A article with up to three industry leaders on the topic of your choice. Published in print and on the web and promoted by email...with leads.

SPONSOR RECEIVES

- ▶ Involvement in project goals, timeline, selection of questions, and editing
- ▶ Dedicated MLO editor throughout project
- ▶ Logo on each spread of MLO article in print and digital edition
- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- ▶ Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- ▶ 970x90 ad and "About the sponsor" company description with logo on a dedicated web page containing full article for 90 days
- ▶ 100 full-contact quality leads
- ▶ Unlimited royalty-free licence of final asset
- ▶ A dedicated account manager to ensure your marketing materials are gathered and promoted, with your sales leads delivered in a timely manner

\$15,500 net

SPECIAL REPORT

Exclusive sponsorship of an upcoming, MLO article published in print and on the web and promoted by email...with leads.

SPONSOR RECEIVES

- ▶ Sole sponsorship of a key feature article of your choice scheduled for an upcoming MLO issue
- ▶ Logo on each spread of MLO article in print and digital edition
- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- ▶ Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- ▶ 970x90 ad and "About the sponsor" company description with logo on a dedicated web page containing full article for 90 days
- ▶ 100 full-contact quality leads
- ▶ A dedicated account manager to ensure your marketing materials are gathered and promoted, with your sales leads delivered in a timely manner

\$7,500 net

ARTICLE SPONSORSHIP

A current or past MLO article selected by you for exclusive sponsorship online, with leads.

SPONSOR RECEIVES

- ▶ "About the sponsor" company description and logo on a dedicated MLO email introducing the article to select 5,000 names
- ▶ 970x90 ad and "About the sponsor" company description with logo on a dedicated web page containing full article for 90 days
- ▶ Full-contact leads
- ▶ A dedicated account manager to ensure your marketing materials are gathered and promoted, with your sales leads delivered in a timely manner

\$3,750 net





WEBINARS

Increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event.

Webinars deliver the highest quality leads for your sales team.

► TURNKEY WEBINARS

Don't have content or speakers? Don't worry, our team will create content around a hot topic of your choice, recruit expert speakers and execute the webinar while positioning your brand as the expert.

► CUSTOM SPONSORED WEBINARS

Already have content or speakers? A sponsored webinar is ideal for those vendors that want to deliver their own message and capture leads from our targeted, qualified audience.

► PROVIDER SPOTLIGHT WEBINARS

Using our trusted relationships with top laboratory executives across the country, this webinar series features topic-specific case studies, best practices, and trends in the clinical lab industry.

WHITEPAPERS

Position your company as a dedicated problem-solver in the lab industry, while receiving 100 qualified leads from our audience.

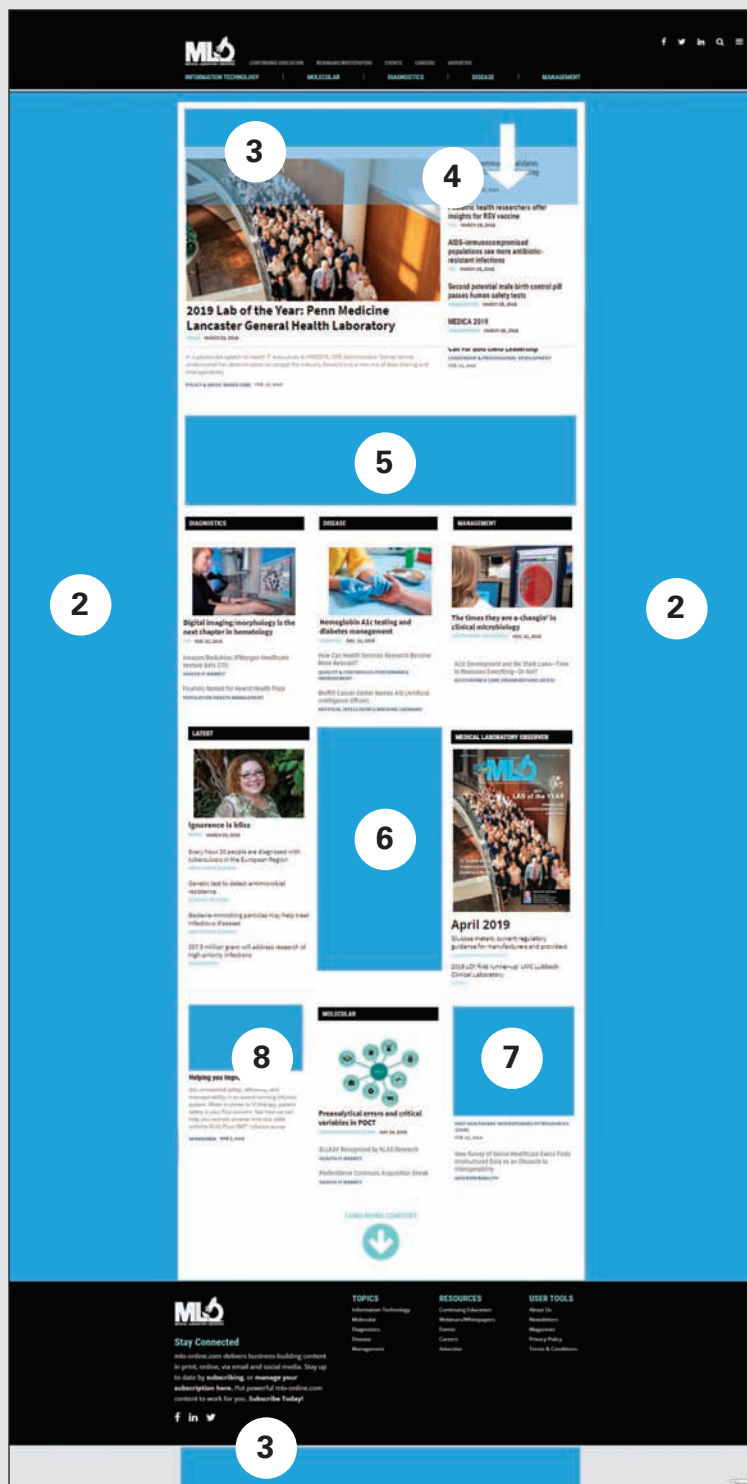
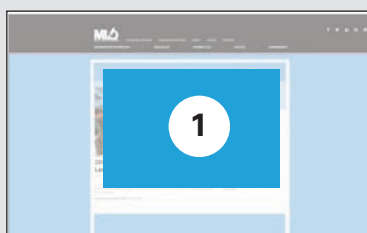
► CUSTOM WHITEPAPERS

Our team will develop vendor-neutral content for ultimate credibility with up to 3 interviews with sponsored-provided industry experts. Content includes up to 2,500 words and is designed with images and charts where appropriate. The asset is hosted by us, owned by you, and can be used in other lead-gen campaigns. A gated web page includes image, logo, and content introduction to encourage lead-gen. We provide a dedicated account manager to ensure your materials are gathered, promoted, with sales leads delivered in a timely manner.

► SPONSORED WHITEPAPERS

A whitepaper, designed and written by you, and promoted by us to our qualified audience with a gated landing page to capture valuable leads.





WEBSITE: MLO-ONLINE.COM

As the number of laboratory vendors continues to expand, gaining brand awareness and engagement is critical. Our new website offers a monthly audience of 54,822* users and growing, as we expand within the marketplace.

Gain maximum exposure with large intuitive ads, able to resize from desktop, to tablet, to mobile. Advertisers are encouraged to submit multiple sizes of ads to take advantage of maximum impressions. Ads re-position automatically on refresh depending on number of impressions/length of campaign purchased.

Opportunities include run-of-site (ROS) or channel-specific pages. Digital programs are customized to your spend levels – talk to your sales representative for your CPM or flat rate program. Discounts are available for multiple insertions.

CHANNELS INCLUDE: Information Technology, Molecular, Diagnostics, Disease, Management

ADS ROTATE THROUGHOUT SITE TO ACHIEVE MAXIMUM IMPRESSIONS

- 1 WELCOME MAT - ROS, 550x480
- 2 WALLPAPER - ROS, 1658x1058 branding image and companion transparent 300x250, 728x90 tablet, 300x50 mobile
- 3 LEADERBOARD PACKAGE - ROS, 970x90 desktop, 728x90 tablet, 300x50 mobile
Two positions - top and footer - also available separately
- 4 LEADERBOARD PUSH-DOWN PACKAGE - ROS, 970x90 to 970x415 desktop, 728x90 to 728x315 tablet, 300x50 to 300x250 mobile
- 5 BILLBOARD PACKAGE - ROS, 970x250 desktop - top position only, 728x90 tablet, 300x50 mobile
- 6 HALF PAGE - ROS, 300x600
- 7 MEDIUM RECTANGLE - ROS, 300x250
- 8 NATIVE X - ROS, Your 16:9 ratio image, headline, 40-255 characters (2 sets of creative)

A HIGHLY ENGAGED & QUALIFIED WEB AUDIENCE ¹

AVERAGE MONTHLY PAGE VIEWS	83,504
AVERAGE TIME ON PAGE	2:40
AVERAGE MONTHLY USERS	46,386

¹ Google Analytics Jul 2018-Feb 2019

HIGH IMPACT WEB OPPORTUNITIES

SOCIAL MEDIA RETARGETING

About three-quarters of Facebook users and around six-in-ten Instagram users visit these sites at least once a day. (Pew Research, Jan 2018)

Extend your reach beyond MLO-online.com with our Social Media Extension by targeting MLO website users as they browse their Facebook and Instagram feeds.

On average, Facebook/Instagram extension ads receive higher click-through rates since your ad is focused to a qualified audience. One ad size fits both platforms. Facebook ad shows in newsfeed, right rail, and on both mobile apps.

SPECS: In addition to your paid web ad, please include a 1200x628 pixel image, a 25 max. character headline, a 30 max. character call to action, and URL.

INDUSTRY INSIGHTS BLOG

Two homepage blogs per month, written by your company experts.

1 sponsorship available per month

FEATURED JOB LISTING

Put your employment needs in front of the MLO audience to reach the highest quality pool of lab professionals looking for positions.

CUSTOM RESEARCH

What do you need to know? Our subscribers can answer your questions with a custom research program designed to meet your goals. 200 guaranteed respondents.



SOCIAL MEDIA PACKAGE (Metrics Oct 2018)

Facebook: 3,337 followers

Twitter: 16,300 followers

LinkedIn: 4,354 members

Send your message to our audience on MLO's LinkedIn, Facebook, and Twitter pages.

280 characters, one link.

1x per month: \$1,500 gross

4x per month (same content): \$3,000 gross

RETARGETING



ENDEAVOR BUSINESS MEDIA STANDARD ADVERTISER TERMS AND CONDITIONS

These advertising terms shall apply to all print and digital advertisements ("Advertisements") that are submitted to Endeavor Business Media, LLC and its Affiliates, including, but not limited to Endeavor Healthcare Media I, LLC and Endeavor Healthcare Media II, LLC (collectively "Endeavor"), and which Endeavor accepts for publication. For the purposes of these Terms & Conditions, "Magazine" shall refer to Medical Laboratory Observer, whether print or digital versions. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of these terms and conditions, as may be revised by Publisher from time to time. No terms or conditions in any insertion orders, oral instructions, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher. For purposes of these terms, "Advertiser" means the ultimate customer whose products or services are advertised in the Advertisement as well as any agent, broker, or other intermediary submitting an Advertisement (sometimes referred to separately as "Agency"). For the avoidance of doubt, Advertiser and its Agency, if any, shall be jointly and severally liable to Endeavor for any obligation, including payment, arising under these terms. All advertising and copy is subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time for any reason. These Terms and Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from Publisher, except as specified in a signed contract.

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CONFIDENTIALITY: Advertiser agrees that all pricing information is confidential. Advertiser further agrees that all the information contained in the leads shall remain confidential and shall not be disclosed or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this confidentiality provision by Advertiser or Agency, Publisher shall be entitled to seek injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to any other remedies available, including, but not limited to, a claim for damages.

DEADLINES: If materials (including but not limited to copy, artwork, and ad approval) are not received by the due date, Publisher is authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full cost for the space.

PAYMENT: Advertiser agrees to pay the charges specified in the Media Kit for advertising published at their direction. In the event Advertiser default in payment of bills, the Advertiser and Agency, if any, will be jointly liable for all fees and sums of collection, including but not limited to, reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills. Amounts due under this agreement not received from Agency within Publisher's payment terms may be rebilled directly to the Advertiser. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason after the order has been fulfilled. The net amount due is non-refundable. If a credit card is used for payment, Advertiser/Agency agrees that Publisher may charge the amount due to the credit card provided. An Agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher's payment terms for invoices paid within 30 days. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges. All past-due account balances shall be subject to a one and one-half percent (1.5%) monthly finance charge so long as the amount is outstanding and all invoices past terms shall be subject to a twenty percent (20%) late fee. Unpaid invoices past 60 days are subject to commission forfeiture.

PAYMENT IS NET 30 DAYS. AUTHORITY AND INDEMNITY: Advertiser and Agency, if any, warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between Publisher and Agency. Advertiser assumes sole and full responsibility for the materials provided and content of any Advertisement and shall indemnify Publisher and hold Publisher harmless, including reimbursement of costs and reasonable attorney's expenses, for any claims arising against Publisher including, but not limited to, claims for defamation, libel, rights of privacy, unfair competition, trademark and copyright infringement, that material or advertisement is or is likely to be misleading, deceptive or in violation of any applicable law, regulation, rule, ordinance, order or guideline.

ASSIGNMENT: Publisher may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. Advertiser may not assign any of its obligations hereunder without prior written approval of Publisher. Advertiser must notify Publisher in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies Publisher against any loss or damage suffered by Publisher as a result of such change. The Agreement shall not be amended or any waiver of any term granted except by a document in writing signed by all parties' authorized representative.

ENFORCEMENT: Every dispute concerning the interpretation, effect, or breach of this Agreement shall be governed in accordance with the laws of the State of Florida without giving effect to any choice or conflict of law provision or rule and the parties agree to resolve every dispute related to Advertiser and Publisher's relationship in a competent court located in Sarasota County, Florida. If Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, including collection of payments due, all costs, including but not limited to, collection fees, reasonable attorneys' fees, travel expenses, court costs, and any post-judgment collection fees shall be the sole responsibility of Advertiser.

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