



The Peer-Reviewed Management Source for Lab Professionals since 1969

AACC SHOW EXTRAS & BONUS DISTRIBUTION



JULY ISSUE

Reach your buyers early!
Plus bonus distribution at AACC

AUGUST ISSUE

Print edition unveiled at AACC
(digital edition sent one week before AACC)



JULY EDITORIAL PRINT PREVIEW

► **CONTINUING ED FEATURE:** Autoimmune | Allergy

► Liquid Biopsies

► Pathology Processes

► Vitamin D

► Diabetes

► Group B Strep

► **MLO Exclusive Molecular Diagnostics Series:**
Warfarin: Lessons in Pharmacogenomics

► **FREE PRODUCT FOCUS:** Centrifuges
To submit content for article: Imoynihan@mlo-online.com

FULL PAGE PRINT BONUS: Free AACC Clinical Spotlight ad in July print issue and digital edition. Send us your product photo or logo, 35 words, URL and booth #. (Value \$1963 net)

BONUS COVERAGE: AACC August 3-8 Anaheim

AD DEADLINE: June 3 **MATERIALS:** June 7

DISCOUNTED AACC ePRODUCT INSIDER provides *actionable leads* from buyers who click on your ad. Emailed twice before the show to 34,000 lab professionals and includes your image, headline, 35 words, link to your website, and booth number.
July full-page advertisers: only an additional \$674 net (a 60% savings)
July fractional advertisers only an additional \$850 net (a 50% savings)

Media Kit

Editorial Calendar

Print Rates

Lead Generation

Web Rates & Specs

Why MLO

Terms & Conditions

Contacts



SUBMIT ARTICLES TO OUR EDITORS

Lisa Moynihan Imoynihan@mlo-online.com | **Janette Wider** jwider@mlo-online.com

REACH OUT TO YOUR ACCOUNT EXEC TODAY

EAST | MIDWEST - except IL: Carol Vovcsko 941-321-2873 CVovcsko@MLO-online.com

WEST | SOUTH | IL: Lora Harrell 941-328-3707 LHarrell@MLO-online.com