



The Peer-Reviewed Management Source for Lab Professionals since 1969

AD BONUS: SEPTEMBER AD STUDY WITH LEADS

Our most popular Added Value! Only offered in February and September.



- ▶ Leads!
- ▶ Custom report
- ▶ Verbatim comments on your ad
- ▶ Statistical comparisons

Evaluate your ad campaign's effectiveness.

Measure your ad against other ads for Actions Taken, Noticeability, Information Content, and Traits Reinforced. **All full-page ads in September qualify for this FREE BONUS, so reserve NOW!**

SAMPLE OF SIGNET REPORTING

Page	Took Action (Net)	Visit an Advertiser's Website*	File for Reference*	Discuss ad with Others*	Contact Advertiser, Dealer, or Representative*	Purchase or Consider Recommending/Specifying Products/Services*
19	51%	21%	19%	13%	2%	3%
31	46%	20%	18%	18%	4%	3%
46-47	44%	20%	12%	16%	6%	4%
13	44%	18%	16%	17%	1%	4%
51	44%	19%	15%	17%	5%	6%

SEPTEMBER EDITORIAL PRINT PREVIEW

- ▶ CONTINUING ED FEATURE: **Sepsis** (just added)
- ▶ **Controls/Reagents**
- ▶ **Utilization of Supplies and Equipment**
- ▶ **The Cost of Poor Quality**
- ▶ **Hemostasis**
- ▶ **HPV** (just added)
- ▶ SPECIAL REPORT: **Flu/Respiratory**
- ▶ MLO Exclusive Molecular Diagnostics Series:
Getting to the End: Telomeres in Clinical Settings
- ▶ FREE PRODUCT FOCUS: **Rapid Testing**

To submit content for article: Imoynihan@mlo-online.com

AD DEADLINE: August 1 MATERIALS: August 8



Media Kit

Editorial Calendar

Print Rates

Lead Generation

Web Rates & Specs

Why MLO

Terms & Conditions

Contacts

SUBMIT YOUR ARTICLES TO OUR EDITORS

Lisa Moynihan, Editor Imoynihan@mlo-online.com

Janette Wider, Editor jwider@mlo-online.com



CONTACT YOUR REGIONAL AD MANAGER 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