



The Peer-Reviewed Management Source for Lab Professionals since 1969

2020 Early Signing Discount!

Advertise in both December 2019 and January 2020 issues and receive 30% off your January ad

Lock in 2019 rates. Reserve your 2020 ads by December 1.

LAST CHANCE to select your favorite lab facility to meet with at The Lab Directors Summit Dec 9-11, 2019

See below for more information.

DECEMBER EDITORIAL PRINT PREVIEW

- ▶ CONTINUING ED FEATURE: **Automation**
- ▶ **C.Diff** (updated)
- ▶ **Data Management**
- ▶ **Women's Health & HPV** (updated)
- ▶ **Biomarkers**
- ▶ **Celiac** (just added)
- ▶ **Mass Spectrometry** (just added)
- ▶ Exclusive MLO Molecular Diagnostics Series:
What's with Hot Start? A Tale of Mispriming
- ▶ FREE PRODUCT FOCUS: **LIS**
To submit content for article: Imoynihan@mlo-online.com



PLAN AHEAD!

The NEW Editorial Calendar is here!

2020 Editorial Calendar

RESERVE BY: Nov 4 MATERIALS BY: Nov 8

NEW for 2020! SPONSORED QUARTERLY FEATURE (January issue) **"State of the Industry: IT SOLUTIONS"**

MLO introduces four new research articles in 2020 written by our editors, with the first one appearing in January. Each quarterly article will delve into a comprehensive overview of a different category within the industry that includes survey responses from our readers and commentary from our ad sponsors.

A full page ad qualifies for a discounted one-third page commentary sidebar within the article in print and digital edition, plus your logo and commentary on the web version of the article and on the dedicated email blast with leads. Contact your ad manager for details.

More about State of the Industry sponsorship

SUBMIT YOUR ARTICLES TO OUR EDITORS

Lisa Moynihan, Editor Imoynihan@mlo-online.com

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LAST CHANCE to select your favorite Lab Facility!

MLO offers a unique opportunity to go one-on-one with high-level Lab Directors from top U.S. hospital labs who are ready to talk with you. Reserve now to guarantee your audience.

Join us for 2 days of dynamic engagement at the annual LAB DIRECTORS Summit

Personally meet U.S. Lab Directors *looking for your solutions* on December 9-11, 2019, located at a beautiful resort in Lake Las Vegas, NV. Share your vision with 40 high-level lab decision-makers who have been pre-qualified to meet your expectations. You'll know their needs and they'll know you – before you arrive. Participation is limited to provide maximum exposure and minimum competition for your product.

The LAB DIRECTORS Summit is a 48 hour event with a custom agenda of one-on-one meetings, individual presentations, round-table discussions, matched meals, and special social events. All your expenses are included ... even your bar tab, for one low price!

More about The LAB DIRECTORS Summit

CONTACT YOUR REGIONAL AD MANAGER

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