



MLO kicks off the new year with a new media kit, a new event, and opportunities to sponsor industry research, webinars, white papers, and custom articles. With a combined audience of 123,292* in print and digital assets, MLO delivers the results you need to meet your 2020 sales goals. Contact your Sales Manager for a program that hits your target.

* VAC Audit Sept 2018

JANUARY EDITORIAL PRINT PREVIEW

► **NEW for 2020** SPONSORED QUARTERLY FEATURE
January issue: **"State of the Industry: IT Solutions"**

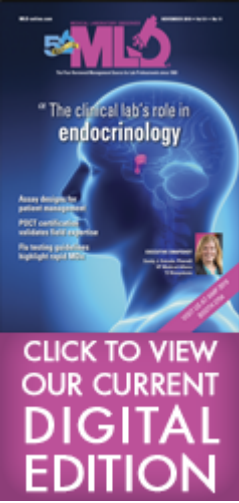
MLO introduces four research articles in 2020 written by our editors, with the first one published in January. Each quarterly article will delve into a comprehensive overview of a different sector of the industry to includes survey responses from our readers and commentary from our ad sponsors.
Jan: IT Solutions Apr: Lab Management Jul: Disease Management Nov: MDx

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 more details.

- CONTINUING ED FEATURE: **Diabetes**
- **QA/QC**
- **Next-Generation Sequencing** (NGS)
- **AI in the Lab**
- **Urinalysis**
- Exclusive MLO Molecular Diagnostics Series:
NRTI (Nucleoside Reverse-Transcriptase Inhibitor)
Resistance Testing
- FREE PRODUCT FOCUS: **Vitamin D**
To submit content for article: Imoynihan@mlo-online.com

FULL PAGE BONUS: eList Rental
Blast your email to 1,000 select MLO names.

RESERVE BY: Dec 2 MATERIALS BY: Dec 5



PLAN for 2020

- Media Kit
- Calendar
- Lead Gen

SUBMIT YOUR ARTICLES TO MLO EDITORS

Brenda Silva, Senior Editor bsilva@mlo-online.com

Lisa Moynihan, Managing Editor Imoynihan@mlo-online.com

STILL TIME to meet with top Lab Directors!
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 meet with you. Reserve now to guarantee your position.

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

Personally meet U.S. Lab Directors who are looking for your solutions on December 9-11, 2019, 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

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