

2020



The Peer-Reviewed Management Source
for Lab Professionals since 1969

MLO READERS RESPOND TO PRINT & DIGITAL

In our recent Reader Profile study...

58% report that PRINT media is where they first discover products for their lab.

63% say they are more likely to click on a DIGITAL ad after seeing the company's ad in MLO magazine.

Make sure your message gets the action it deserves with an ad in the MLO May issue!

See your marketing options in the [MLO 2020 Media Kit](#).

MAY EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: **Molecular Testing**
- ▶ **Toxicology (Therapeutic & Drugs of Abuse)**
- ▶ **MLO Salary Survey**
- ▶ **Companion Diagnostics**
- ▶ **LAB Innovators**
- ▶ **Temperature Monitoring**
- ▶ Exclusive MLO Molecular Diagnostics Series:
Colorectal Cancer
- ▶ FREE PRODUCT FOCUS: **Specimen Collection**
To submit content, contact Brenda at bsilva@mlo-online.com
- ▶ FULL PAGE BONUS: Clinical Spotlight in print. Send us your headline, 35 words, and image

SHOW COVERAGE: **CVS** May 3-6 West Palm Beach, FL

RESERVE BY **Apr 3** MATERIALS BY **Apr 6**



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2020 PLANNER

[Media Kit](#)

[Calendar](#)

[Lead Gen](#)



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

MLO offers a unique opportunity to join 40-50 high-level Lab Directors from top hospital lab facilities who are ready to meet with you. Reserve now to guarantee your position and the facilities of your choice.

Personally meet U.S. Lab Directors who are looking for your solutions on October 26-28, 2020, at a beautiful resort in Texas. Share your vision with top 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 resort expenses are included ... even your bar tab, for one low price!

[More about The LAB DIRECTORS Summit](#)

SUBMIT YOUR ARTICLES TO MLO EDITORS

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