

2020



The Peer-Reviewed Management Source  
for Lab Professionals since 1969

## Sponsored Content Opportunities

### "State of the Industry: Disease Management"

(including COVID-19 testing)

- ▶ Comprehensive July article using survey results, written by MLO Editors
- ▶ Includes response verbatims from our readers
- ▶ Includes commentary from our ad sponsors

A full-page ad for July qualifies for a discounted 1/3 page commentary sidebar within the article in the print and the digital edition ... plus your logo and commentary on the web version of the article and on the dedicated email blast.

With no Full Page ad your 1/3 page Sponsored Content is \$3,500 Net

With a full-page ad your 1/3 page Sponsored Content is \$2,500 Net

### Additional sponsorship opportunities

- ▶ COVID-19 email sponsorship - sponsor our daily COVID news updates- sent 2x/month
- ▶ Q+A video interview with an MLO Editor to post online
- ▶ Full-page advertorial - your one page article included within the print issue
- ▶ "Polybagged for your Protection" - single ad sheet enclosed with print issue to 45,700
- ▶ eBook - your materials combined into a custom digital edition emailed to 45,000

## JULY EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: Autoimmune/Allergy
- ▶ **Just added** Antibody Testing using Serology for COVID-19
- ▶ State of Industry: Disease Management
- ▶ Training and Cross-Training
- ▶ Immuno-Oncology Assays
- ▶ Diabetes
- ▶ Group B Strep
- ▶ Genetics
- ▶ FREE PRODUCT FOCUS: Coagulation Analyzers  
To submit content, contact Brenda at [bsilva@mlo-online.com](mailto:bsilva@mlo-online.com)
- ▶ FULL PAGE BONUS: Clinical Spotlight in print. Send us your headline, 35 words, and image

RESERVE BY **June 2**

MATERIALS BY **June 8**



2020 PLANNER

Media Kit

Calendar

Lead Gen



## Announcing SHOW & TELL

A virtual meeting place

Engage the MLO audience with your latest products and services in our new custom platform, SHOW & TELL, where you can communicate virtually 24/7 with potential buyers.

Receive a dedicated web page for all your sales materials.

Send us your whitepapers, videos, PowerPoint presentations, collateral PDFs, new product releases, webinars, podcasts, and any or all sales materials that will make your case with our audience of professional lab managers. We'll do the rest!

Your SHOW & TELL page remains live for 90 days and is promoted by MLO through the daily LABline eNewsletter, spotlight blasts to a targeted audience, web ads reaching 55,000 average monthly users, and ads in the monthly MLO magazine with a pass-along readership of 108,000 to get the branding and exposure you need now!

[View SHOW & TELL platform](#)

SUBMIT YOUR ARTICLES TO MLO EDITORS

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## CONTACT US TO GET STARTED

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