

2020



The Peer-Reviewed Management Source  
for Lab Professionals since 1969

## 30% off August combo buy

**Purchase a full page in CLR and receive 30% off your August MLO ad.**

CLR is the clinical lab's #1 annual buyers guide, published in August and mailed along with MLO to its 45,638 subscribers with bonus distribution at AACC, AABB, CLMA, AMP and more.

CLR full page display ads also receive a free 5" listing in CLR.

**Reserve CLR by June 15**

LISTING materials: June 19

DISPLAY materials: June 26



## AUGUST EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: Antimicrobial Resistance
  - ▶ **Just added** SARS-CoV-2
  - ▶ Next-Generation Sequencing (NGS)
  - ▶ Cleaning the Lab
  - ▶ Men's Health
  - ▶ QC Practices
  - ▶ Perception/Retention in the Lab
  - ▶ Pharmacogenomics
  - ▶ FREE PRODUCT FOCUS: POCT
- 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 **July 1** MATERIALS BY **July 7**



2020 PLANNER

Media Kit

Calendar

Lead Gen

## NEW 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 45,638
- ▶ eBook - your materials combined into a custom digital edition emailed to 45,000



## 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

Brenda Silva, Senior Editor [bsilva@mlo-online.com](mailto:bsilva@mlo-online.com)

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## CONTACT US TO GET STARTED

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