

2020



The Peer-Reviewed Management Source
for Lab Professionals since 1969

REACH YOUR PROSPECTS FROM ALL SIDES

All print ads are automatically included in the MLO Digital Edition

OCTOBER EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: Plasma & Platelets
- ▶ Analyzers
- ▶ Lab Safety
- ▶ Blood Banking
- ▶ LIS/EHR
- ▶ Immunohistochemistry
- ▶ Pathology Processes
- ▶ FREE PRODUCT FOCUS: Hematology Analyzers
To submit content, contact Brenda at bsilva@mlo-online.com

FULL PAGE BONUS: Clinical Spotlight in print.
Send us your headline, 35 words, image, URL

RESERVE BY **September 2**

MATERIALS BY **September 8**



2020 PLANNER

Media Kit

Calendar

Lead Gen



Reserve your spot for the MLO live, interactive experience where you'll meet lab directors from across the country during this 3 half-day event.

We pre-screen lab directors to meet your expectations then match their needs with you using a personalized agenda of live group sessions, roundtables, and one-to-one meetings. Here's where you can accomplish 6 months of sales meetings in just 3 days! You also receive the profile and acquisition plan of each prospect as well as 3 months of leads after the event. Different packages are available priced to fit your budget, so don't delay. Availability is limited to reduce completion. For more information:

LAB DIRECTORS SUMMIT

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
- ▶ Advertorial - your one page article included within the print and digital edition issue
- ▶ "Polybagged for your Protection" - single ad sheet enclosed with print issue to 45k+
- ▶ eBook - your materials combined into a custom digital edition emailed to 45k+

SUBMIT YOUR ARTICLES TO MLO EDITORS:

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

Linda Wilson, Managing Editor lwilson@mlo-online.com



CONTACT US TO GET STARTED

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

