



# 2021 MEDIA SOLUTIONS

THE PEER-REVIEWED MANAGEMENT SOURCE FOR LAB PROFESSIONALS SINCE 1969



Analytics	LIS
Analyzers	Mass Spectrometry
Antimicrobial Resistance	Men's Health
Assays	Microbiology
Autoimmune	Molecular Diagnostics
Automation	Pathology
Biomarkers	PCR
Blood Banking	Pharmacogenomics
Cancer	POCT
Chemistry	QC/QA
Coagulation	Radiology
Controls/Reagents	Regulations
Diabetes	Salary Survey
Drugs-of-Abuse Testing	Sepsis
Flu/Respiratory	Software
Hematology	STIs
IHC	Urinalysis
Infectious Disease	Virology
Lab Management	Women's Health



# AUDIENCE SNAPSHOT

High engagement from a dedicated audience with trust in MLO editorial expertise



## 144,128

Average Monthly Audience

MAGAZINE  
45,638

ENEWSLETTER  
36,225

WEBSITE  
57,918

SOCIAL  
4,347

## DECISION MAKERS <sup>1</sup>

37%

LAB DIRECTOR

Lab Manager | Administrator | Supervisor | Section Manager  
Dept. Head | POL Group Practice Manager | Administrator  
MA | Nurse

16%

Chief | Asst. Chief Medical Technologist | MLT | MLS

14%

Pathologist | Physician

12%

Director | Manager Radiologist | Imaging

11%

POCC/POCT Coordinator | Compliance | QA Coordinator | Manager  
Educator | Dept. Chair | Faculty | Phlebotomist | Nurse | Other

6%

Clinical Chemist | Microbiologist | Hematologist

2%

Hospital Admin. | Owner | Officer | Purchasing

1%

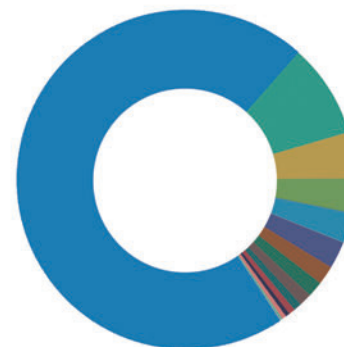
LIS | EMR | EHR Manager

## PURCHASING STRENGTH

88%

of the audience are involved in the purchasing process

## DIAGNOSTIC LAB FACILITIES



80% Hospital Lab

9% Independent Lab  
4% Physician's Office Laboratory  
3% Group Practice Lab  
3% Government and Public Health Lab  
3% Medical School/Med Tech/CLS Ed Programs  
2% Home Health Care Agency  
2% Other  
1% Blood Bank  
1% Biomedical Industrial Lab  
1% Free Standing Emergency Center/Amb Care Center  
<1% Group Purchasing Organization/HMO/PPO  
ACO/Accountable Care Org/ Urgent Care/Minute Clinic

## PRODUCTS THEY RECOMMENDED, SPECIFY, OR BUY

Barcode/Patient ID Systems  
Blood Bank Supplies Blood Collection Devices  
Centrifuges  
Certification and Education Programs  
Chemistry Analyzers/Instruments  
Chemistry, Reagents and Test Kits  
Coagulation Analyzers  
Coagulation, Reagents and Test Kits  
Cytology/Histology, Tests and Instruments  
Diagnostic Equipment and Instruments  
Diagnostic Testing Services  
Disinfectants and Sterilants  
Employment/Staffing Services  
Flow Cytometry Instruments and Test Kits  
Genetic Testing, Reagents, Test Kits, and Instruments  
Hematology Analyzers  
Hematology, Reagents, Test Kits, and Controls  
Imaging Systems  
Infectious Disease, Test Kits  
Lab Automation Systems (Software)

Lab Furniture and Lighting  
Laboratory Info Systems  
Microbiology, Media, Reagents, Test Kits/ Instruments  
Microscopes/Digital Cameras  
Molecular Biology, Reagents, Test Kits/ Instruments  
Point-of-Care Testing  
Protective Apparel/Gloves  
Rapid Tests  
Reference Lab Testing Services  
Refrigerators/Chillers  
Safety Products  
Slide Makers and Stainers Specimen Collection Needles/Tubes/Containers/ Identification Products  
Specimen Transport  
Urinalysis, Reagents, Test Kits, and Instruments  
Waste Management and Disposal Products  
Water Purification Systems



**HEALTHCARE  
EXPERTISE**



**IDEA  
DEVELOPMENT**



**DATA  
INSIGHTS**

# INFLUENCERS

## CONTENT EDITORS



**KRISTINE RUSSELL**  
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Executive Editor

Kristine has been leading healthcare publications for 30 years, directing editorial content, events, newsletters and innovative digital platforms. She has extensive experience in all facets of media delivery and targeted marketing.

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**BRENDA SILVA**  
Senior Editor

Brenda has nearly 20 years of experience writing and editing for healthcare publications. She has been instrumental in covering the many clinical and technological changes taking place, giving her insider knowledge of the laboratory industry.

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**LINDA WILSON**  
Managing Editor

Linda has been an editor in the healthcare industry for over 25 years. She specializes in many facets of medicine and healthcare operations that include information technology, nursing and clinical diagnostics.

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# 2021 EDITORIAL CALENDAR

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	INFECTION DIAGNOSTICS	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	ADVERTISER BONUS & SHOW COVERAGE
JAN	Immunodiagnostic Tests	HbA1C	State of the Industry: Clinical Analytics	UTI	AI/ML in the Lab	QA/QC	Inflammatory Syndrome & COVID-19	Vitamin D	30% off ad in Jan with ad in Dec 2020. eList Rental: 1000 names for full page advertisers
FEB	HIV	Toxicology (Therapeutic & Drugs of Abuse)	RCM - Reimbursements	Sepsis	Vascular Covid-19 ESR/CRP	Phlebotomy (POC)	RT-PCR	Automation / Analyzers	Semi-Annual Signet Ad Study
MAR	Blood Disorders	Rapid Testing	Salary Survey	Emerging Diseases	LIS/EHR	PPE	Covid Update	Chemistry Analyzers	CLMA Pre-Show
APR	Diabetes	Covid-19 Immunity	Lab of the Year	C. difficile	Certification Ready	State of the Industry: BP Lab Management	Autoimmune Diagnostics	COVID	CLMA Mar 21-23 Nashville
MAY	Antimicrobial Resistance	Next-Generation Sequencing (NGS)	Lab Supply Forecasting	Virology	Lab Innovators	Developing QC Practices	Companion Diagnostics	Centrifuges	Clinical Spotlight in print: 35 words & image for full-page advertisers CVS May 5-8 Savannah, GA APHL May 17-20 Cleveland
JUN	Cardiac Biomarkers	Chemistry Advancements	Training and Cross-training	POCT	Analytics + Data Management	Immuno-Oncology Assays	Genotyping Testing for Warfarin Response	Coagulation Analyzers	Clinical Spotlight in print: 35 words & image for full-page advertisers ASM Jun 18 - 22 Chicago ASCO May 29 - Jun 2 Chicago
JUL	Autoimmune/Allergy	Liquid Biopsies	State of the Industry: Disease Management	Group B Strep	Diabetes	Flow Cytometry	Genetic	Immunoassay Analyzers	AACC Pre-Show ASCLS and AGT and SSAFMLS Jun 27-July 1 Louisville, KY
AUG	Reducing Lab Errors	Cytokine Storm	Consumables	HAIs	Informatics	Retention in the Lab	Pharmacogenomics	Rapid Testing	AACC Jul 25-29 Anaheim
AUG	<b>CLR 2021-2022 ANNUAL BUYERS GUIDE</b> print, digital edition, online, industry shows <b>CLR FULL-PAGE AD BONUS:</b> Free 5" listing in print								
SEP	Flu/Respiratory	POCT	Utilization of Supplies and Equipment	Women's Health	Colorectal Cancer	Specimen Collection	Alzheimer's	Mass Spec	Semi-Annual Signet Ad Study
OCT	Blood Pathogens	Breast & Ovarian Pathology	Lab Safety	Plasma & Platelets	Data Management	Immunohistochemistry	Emerging & Evolving Biomarkers	Hematology Analyzers	AABB
NOV	Endocrinology	Prostate Cancer	Automation	HPV	Influenza	Hematology	State of the Industry: Molecular Diagnostics	The Changing Test Environment / New Tech	Clinical Spotlight in print: 35 words & image for full-page advertisers AMP Nov 18-20 Philadelphia MEDICA Nov 15-19 Dusseldorf
DEC	Antibodies	Controls/Reagents	Hall of Fame Test Products	STIs	Diabetes	Biomarkers	Tumor Markers	LIS Buyers Guide	Clinical Spotlight in print: 35 words & image for full-page advertisers

2021



# RESEARCH

Begin with research to create marketing strategies that position your brand against your competition and make stronger connections with your customers.



## BRAND PERCEPTION

Better understand the market perceptions around your brand, brand awareness and recall, purchase intent, and more. Gain valuable insight for positioning your brand and take your marketing strategy to the next level.

*Includes: Collaboration with your team to develop up to 10 questions, survey production, deployment to a select audience, detailed report with graphs and royalty-free usage*



## STATE OF THE INDUSTRY

Take advantage of our exclusive research results on a specific topic, published four times a year. As the sole sponsor of the final report written by our editors for print, digital edition and online, you take the leadership position for that topic.

Jan: Clinical Analytics  
Apr: BP Lab Management  
Jul: Disease Management  
Nov: Molecular Diagnostics

*Includes: Your logo and company description in the article. Two questions and up to 2 ads added to a custom report for your use*

**STATE OF THE  
INDUSTRY**



## HOT BUTTON INSIGHT

Measure top pain points, industry impacts and future outlooks on a specific topic. Results provide readers with a clear understanding of the topic, and helps them benchmark their position on the topic relative to their peers.

*Includes: Collaboration with your team to develop up to 10 questions, survey production, deployment to a select audience, detailed report with graphs and royalty-free usage*



## CUSTOM RESEARCH

Gain intelligence to form a robust business strategy, get market feedback on product concepts, or reach a deeper understanding of your customers. We deliver the critical ingredients — research expertise, our trusted brand, and a rich audience database to bring the data to life.

*Includes: Collaboration with your team to develop up to 15 questions, survey production, deployment to a select audience, detailed report with graphs and royalty-free usage*

2021



# LEAD GENERATION

Choose from multiple options to generate leads and ensure your funnel stays full. Programs conform to universal privacy laws, utilizing opt-in forms to generate high-qualified leads.



## VIDEO

Video is not just desirable today, it's a necessity with a perfect pairing of modern delivery and thought leadership. Engage new prospects while generating new leads.



## LONG FORM CONTENT

In-depth technical information developed to educate and impact the daily work of your customer. Establish industry expertise with your solutions and nurture leads for great ROI.



## SHORT FORM CONTENT

Share expertise in a Q&A with our editor, enlighten customers with TopTips, or project leadership by co-branding a published article to develop new connections and leads.



## CUSTOM DIGITAL

Take your marketing strategy to the next level with laser-focused targeting to customers in need of your solutions.



## EVENTS

As in-person events make a comeback, virtual events continue to generate the leads you need to keep your funnel full. We offer a section of events designed to meet your goals.

2021



# VIDEO

Bring your solution to life with our platforms and proven techniques in video to generate engagement and deliver lead quality and quantity for any budget.

## QUICK CHAT

Video in a short 10-15 minute format of Q&A between our editor and your customer representative and/or end-user. Perfect for product introductions, single solutions, brand updates.

*Includes: Production, moderator, promotional program, contact leads and engagement reports*

## WEBINAR

Explain complex concepts to engage professionals with research results, educational insight or in-depth solutions to a specific problem. Final webinar runs 45 minutes followed by 15 minutes of audience Q&A.

*Includes: Production using your slides, promotional program (invites through online delivery of final video), moderator, in-video poll, engagement metrics and full lead report*

## ROUNDTABLE

Casual 45 minute format with single sponsor chatting with your 8-12 customers on the topic of choice. Great for insight, real-world solutions and new ways to meet industry challenges.

**Optional:** Happy Hour Event with bottle of wine sent to participants prior to event

*Includes: Production, promotional program, engagement metrics, contact lead report and optional coordination of gifts sent prior to event*

## IN-ARTICLE VIDEO

Place your video message within the editorial content on our website. This solution delivers a much higher than average click through rate and offers engagement metrics to track views.

*Includes: positioning within website, full online engagement report of impressions/clicks only*



2021



# LONG FORM CONTENT

Complex topics require detailed content that addresses specific needs to accelerate decision making. Our content specialists can help develop editorial to leverage interest among industry decision makers

## EXECUTIVE BRIEF

Staff-written article with up to three industry leaders on the topic of your choice. Published in print and digital edition, and promoted by email with leads.

*Includes: Collaboration with editor on project goals, timeline, and editing of article with up to 2,500 words, royalty free. Logo on each spread of the article. Company description and logo on dedicated email promoting the article. Wallpaper ad, 970x90 ad and company description on dedicated article web page for 90 days. Full report of quality leads*

## WHITEPAPER

Introduce emerging technologies, expand on a complex topic and engage prospects to accelerate purchasing decisions. Options include editor involvement in the content process or basic online promotion of your existing whitepaper.

*Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads*

## RESEARCH ROUND-UP

Take your research results to the next step with an article developed by our staff that addresses an industry problem. Article appears online with full promotional support.

*Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads*

## CASE STUDY

Bring to the forefront an outside perspective. Showcase success stories from real customers to deliver an authentic representation of your solutions and the challenges they can solve.

*Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads*

## EBOOK

Deliver know-how in a fully designed eBook format. Leverage our existing high-performing evergreen articles on a compelling topic relevant to our audience, or supply your own 6-8 content and ads that we will format and deploy for you.

*Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads*



2021



# SHORT FORM CONTENT

Easy to execute content types and condensed deliverables make short form content a go-to for savvy marketers. Deliver the highlights while positioning your brand as a source for helpful information.



## ASK THE EXPERT

Shine a light on your thought leadership expertise and position your brand with this asset developed from an interview conducted by our editor. Available as a print/digital page or online only.

*Includes: Collaboration with editor, page design, asset hosting, company logo and description on promotional email to select audience, 970x90 ad on dedicated web page for 90 days, full contact leads*

## TOP TIPS

Share 5 to 10 tips or steps to help our audience better understand a topic or guide them towards a purchase decision. Available as a print/digital page or online only.

*Includes: Page design, asset hosting, company logo and description on promotional email to select audience, 970x90 ad on dedicated web page for 90 days, full contact leads*

## ARTICLE SPONSORSHIP

Take ownership of a highly relevant topic by sponsoring one of our current or past evergreen articles with promotion across all our online channels.

*Includes: Company logo and description on dedicated email to select audience, 970x90 ad on dedicated web page for 90 days, full engagement report of impressions/clicks only*

2021



# CUSTOM DIGITAL

Narrow your focus to zero in on target prospects with highly effective messaging to keep you top of mind.



## CUSTOM EMAIL

Target high-level lab professionals with your HTML message. Based on your objectives and goals, our team will set up and deploy a dedicated email to the decision-makers you choose.. Full reporting metrics provided and privacy compliant.

*Includes: Deployment to select audience, full engagement report*  
*Optional: leads with gated online form*



## PODCAST

Engage our audience with your thought leadership via an MP3 interview recorded between our Editor and your senior executive on the topic of your choice to be shared online with leads.

*Includes: Collaboration with our Editor, production of MP3, asset hosting, promotion through email and web, gated form for leads, full contact reporting*  
*Optional: Send us your podcast and we'll provide the audience and promotion*



## SOCIAL

Drive higher CTR% and conversions using Facebook, Twitter and LinkedIn. We'll manage your campaign using your banner, video, or native ads and create targets based on our website visitors.

*Includes: Deployment of your banner, native, or video in social channels*



## AMPLIFY

Accelerate the decision-making process by guiding prospects with this 3-step lead nurturing program. Send us We'll leverage three unique email promotions and landing pages to engage our audience based on your specific criteria, narrowing down to the highest quality leads possible.

*Includes: Collaboration with Editor to develop three unique email messages with gated forms*  
*1. industry problem 2. end-user commentary 3. your solution*  
*design and deployment of emails, full lead reports on second and third deployments*

2021



# EVENTS

Whether virtual or in-person, events deliver the audience to create connections and generate quality leads by highlighting your solutions in a direct and personalized way.



## SHOW & TELL

Aggregate your premium content into a digital hub designed to accelerate decision making through an immersive experience where prospects can self-educate, content binge and educate themselves.

*Includes: Dedicated web page with logo, company description and up to 6 assets – your MP4 webcast, whitepapers, product demo, announcements, event materials. We'll set up an eEmail, print and web promotional program and deliver an engagement report for 90 days*

*Optional: Additional assets (more than basic 6)*

*Optional: Gate some or all your assets to generate qualified leads*



## MLO LAB DIRECTORS SUMMIT

The third annual summit is a unique opportunity providing you with a pre-screened audience of high-level Lab Directors from facilities that you select and who want to hear from you.

48 hours of face-to-face meetings, presentations, roundtable meals, and fun activities deliver an agenda of dynamic engagement within the perfect environment to establish solid relationships. Engage with 40-50 highly qualified senior-level decision-makers from lab facilities that are part of a hospital system with 100 beds or more. You'll know exactly who they are before they arrive, along with their product requirements for the next 6 to 18 months.

A personalized agenda provides time for meetings, presentations, roundtables, interactive meals and fun activities within a productive 48 hours without the crowds, distractions, booths or hidden fees. Your resort room, airport transfers, all meals, audio/visual equipment, small group meetings, one-to-one meetings, special events, and yes, even your bar tab is included in one all-inclusive price.

*Supplier participation is limited for minimal competition. Reserve your position today to ensure your selection of which facilities we invite to the event.*

**WHERE: 4-STAR RESORT**

**WHEN: TBD 2021**



2021



**192,326**

Average Monthly  
Page Views

**74,934**

Average Unique  
Monthly Users

SOURCE: Google Analytics  
JAN-APR 2020

# WEBSITE

**MLO-ONLINE.COM** delivers maximum engagement and exposure with large intuitive ads across all platforms.

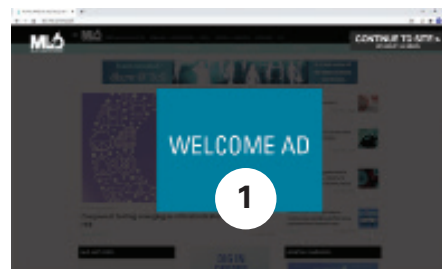
Opportunities include run-of-site ROS or channel-specific pages.

Ads reposition on refresh depending on number of impressions and length of campaign.

Digital programs are customized to your spend levels and discounts are available for multiple insertions.

## CHANNELS INCLUDE

Information Technology  
Molecular  
Diagnostics  
Disease  
Management



### 1 WELCOME AD

640x480 desktop, 300x250 mobile

### 2 WALLPAPER

1658x1058 branding image and 300x250 transparent message, 300x250 mobile

### 3 LEADERBOARD

970x90 or 728x90 300x50 mobile Top and footer positions. Also available separately

### 4 LEADERBOARD PUSH-DOWN

Top position only. 970x90 to 970x415 desktop, 728x90 to 728x315 tablet, 300x50 to 300x250 mobile

**5 BILLBOARD PACKAGE** - Top position only. 970x250 desktop, 728x90 tablet, 300x50 mobile

**6 HALF PAGE** - 300x600

**7 RECTANGLE or VIDEO AD** - 300x250

**8 NATIVE** - 16:9 ratio image, headline, 40-255 characters (2 sets of creative for one month)



PRODUCTION SPECS:  
[helpcenter.endeavorb2b.com](http://helpcenter.endeavorb2b.com)





2021



45K+

eNewsletter Reach

10%

Average Unique  
Open Rate

3%

Ad Average  
Total CTR

# eNEWSLETTERS

Consistent email engagement with 40k+ subscribers daily  
via LABline and bi-monthly with the eProduct Insider

## LABline

LABline is deployed daily Monday-Friday  
Advertisers receive a monthly report with  
impressions and clicks.

*Sizes offered: 600x100, 300x250, or text ad  
with image, headline, 35 words, URL*

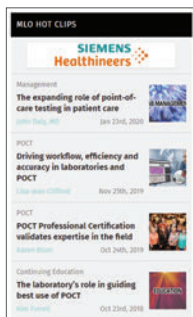
### LABline HOT CLIPS

Collection of previously published articles  
focused on one topic each month.

*Includes: your logo, headline, and 10  
words for LABline.*

*Optional: 300x250 banner on MLO website*

JAN: Women's Health  
FEB: HIV/Hepatitis  
MAR: Diabetes  
APR: LIS/Software  
MAY: HAI/Sepsis  
JUN: MDx  
JUL: Blood Banking  
AUG: Pathology/AP  
SEP: QC/QA  
OCT: Sponsor's Choice  
NOV: Flu/Respiratory  
DEC: Cancer



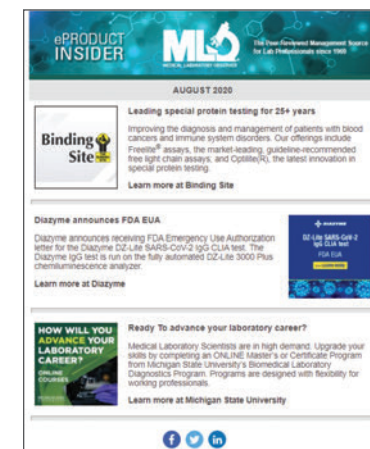
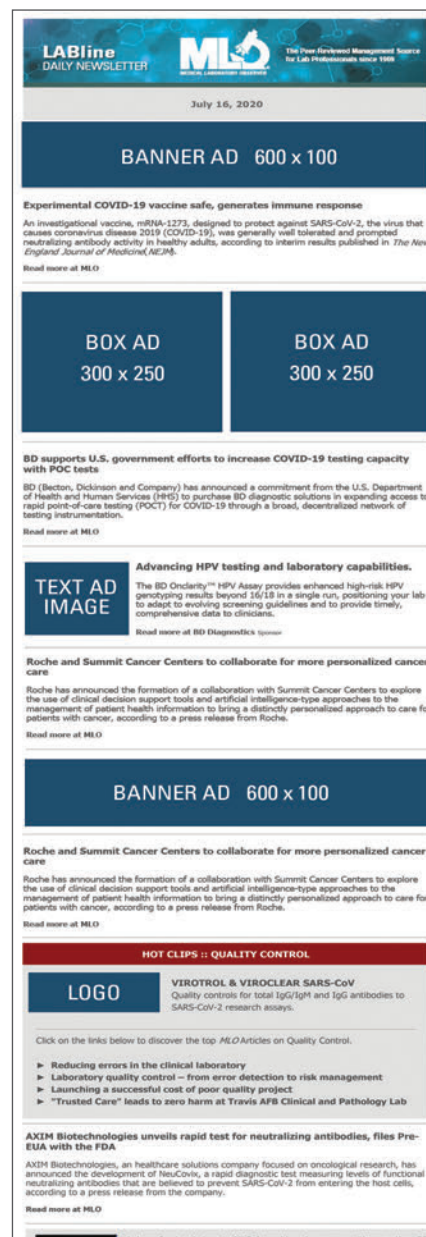
PRODUCTION SPECS:  
helpcenter.endeavorb2b.com

## eProduct INSIDER

Share your product with a  
relevant, engaged audience  
twice a month. This product-  
only newsletter reaches 45K+  
subscribers for solid branding  
increased web traffic.

**Show Issues:** Discount for print  
advertisers in CLMA, AACC,  
AABB and AMP show issues

*Includes: your product image,  
headline, 35 words, and URL  
Due 20th of prior month*





2021



**45.6K+**

100% Audited  
Print Subscribers

**123K+**

Print Reach  
with Pass-along

**10.6**

Average Years  
Spent Reading

**84%**

Read 3  
out of 4 Issues

Source: Reader Profile Study  
July 2020

# MAGAZINE Digital Edition & Print Edition

High-quality content that drives powerful brand awareness for suppliers targeting medical lab directors and managers involved in the efficiency, safety, ongoing education, regulatory adherence, and cost-effectiveness for the clinical laboratory.

## B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
Full	\$ 5,685	\$ 5,561	\$ 5,440	\$ 5,312	\$5,090	\$4,942	\$4,818	\$4,717
2/3	\$ 4,323	\$ 4,223	\$ 4,115	\$ 3,997	\$3,875	\$3,726	\$3,582	\$3,537
1/2 Isl	\$ 3,953	\$ 3,880	\$ 3,774	\$ 3,679	\$3,599	\$3,519	\$3,458	\$3,412
1/2	\$ 3,147	\$ 3,086	\$ 3,002	\$ 2,914	\$2,840	\$2,734	\$2,684	\$2,648
1/3	\$ 2,413	\$ 2,344	\$ 2,289	\$ 2,237	\$2,189	\$2,135	\$2,103	\$2,082
1/4	\$ 1,850	\$ 1,812	\$ 1,760	\$ 1,707	\$1,679	\$1,639	\$1,608	\$1,584
1/6	\$ 1,532	\$ 1,486	\$ 1,441	\$ 1,398	\$1,363	\$1,315	\$1,276	\$1,244
1/8	\$ 1,160	\$ 1,125	\$ 1,091	\$ 1,058	\$1,032	\$ 996	\$ 966	\$ 942
Spread	\$11,124	\$10,790	\$10,467	\$10,153	\$9,848	\$9,553	\$9,266	\$8,988

COLOR	AD	SPREAD
2 Color-standard	\$615	\$1,135
2 Color-PMS	\$915	\$1,525

All rates above are based on payments by check, ACH, or wireless transfer.  
Check with your Sales Contact for rates with other forms of payment.

## COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

## CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly.
- Closing the 1st of the month prior to publication. Materials due one week later.
- Cancellations are not accepted after the closing date.
- MLO's Publisher reserves the right to select position.
- Guaranteed positions are non-cancelable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- Inserts are accepted as supplied or as Publisher-printed.

**BONUS:** All print advertisers receive free link to their website on our monthly "It's on the way" e-newsletter announcing the new issue.



PRODUCTION SPECS:  
[helpcenter.endeavorb2b.com](http://helpcenter.endeavorb2b.com)

2021



# CLR Annual Buyers Guide

List your company, products, and services in MLO's annual reference and buyers guide published in August in print and online for a full year.

Your listing in CLR reaches thousands of MLO and CLR web visitors ... plus MLO magazine subscribers ... plus conference attendees throughout the year

## COMPANY LISTING INCLUDES

- ▶ Web listing of your color logo, 100 words, your contact information, and list of products... cross-referenced and searchable three ways by:
  1. Company    2. Test    3. Equipment, Products, Services
- ▶ CLR print edition, mailed to 45k+ MLO subscribers in August
- ▶ The CLR digital edition is emailed to 34k+ subscribers and remains online all year at both mlo-online.com and clr-online.com.

**NEW ADVERTISERS** Sign up for a new username and password here:  
<https://www.clr-online.com/Admin/NewUser.aspx>

**PREVIOUS ADVERTISERS** If you don't have your username/password, your Sales Contact will email them to you so you can make changes online to your previous listing.

CLR listings are purchased for print by the inch. A print listing is published by COMPANY in alphabetical order, with up to 50 free cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services). The same information is then published online for one year, searchable three ways.

## LISTING RATES

Standard print size (1 column x 5" deep listing): \$1,115 net

Listing includes color logo, contact information, 100 words, and up to 50 FREE Index category references.

Additional inches: \$195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

**FULL PAGE CLR PRINT ADVERTISERS RECEIVE A FREE 5" LISTING**







# LAB of the YEAR

## CALL FOR ENTRIES

MLO's Lab of the Year (LOY) award coincides with National Medical Laboratory Professional Week and allows medical laboratories to demonstrate their contributions to quality patient care. Submissions will be judged on measurable achievements in six areas. A panel of judges selected from MLO's Editorial Advisory Board will review all submissions to select the winner and two runners-up, all of whom will be featured in the April 2021 issue of MLO. At the time of their notification, winning laboratories will be asked to submit photographs according to an electronic standards format.

All submissions are due by Monday, JANUARY 10, 2021

Send submissions to:

bsilva@mlo-online.com or krussell@mlo-online.com

### RULES TO NOMINATE YOUR LAB:

All nominations must be original and exclusive to MLO and not have been and not have been submitted – either original or edited – to any other publication or online media outlet currently or within the previous year. Nominations for the MLO Medical LOY Award 2021 will be accepted only from employees of the laboratory system; utilizers of the laboratory's services; and its non-vendor affiliates.

Nominated organizations must be willing to share information regarding annual performance. For the nomination, highlight as many specific, measurable achievements and goals that were met over the past year.

Submissions must include the following nominee information: (a) Name, (b) Address, City, State and Zip, (c) Telephone number and (d) Email address AND the following nominated

laboratory information: (a) Institution name, (b) Address, City, State and Zip, (c) Telephone number, (d) Email address, (e) Number of full-time equivalents, (f) Scope of responsibilities, and (g) Size of facility, number and types of tests performed.

### ENTRIES WILL BE JUDGED ON THE FOLLOWING AREAS:

**Customer service** How the laboratory has handled lab tests and distribution of the results for internal customers, such as hospitals, physicians as well as patient safety and outcomes. **Productivity** – How the laboratory has increased output, improved service levels, and enhanced quality, cost savings and patient benefits. Has the use of technology helped contribute to productivity improvements?

**Teamwork** How well laboratory staff members work together; how they work to make the group greater than the sum of its parts.

**Education and training** How well the laboratory prepares staff to do a safe, cost-effective, efficient job; how well it prepares members for career advancement. Do you have quality control measures and standards in place or an individualized QC plan program?

**Strategic Outlook** Does the department have a strategic plan? What does it entail? What are its elements of innovation, creativity and originality?

**Lab inspections** What are the results of your laboratory inspections and/or accreditation?

Please note there are no limits on the length of your entry. It is helpful to document any claims made. Documentation can include charts, PowerPoint presentations, Word docs, Excel spreadsheets, photos, etc.

FOR MORE INFORMATION: <https://www.mlo-online.com/events/article/21119516/mlos-lab-of-the-year-award>





# EDITORIAL GUIDELINES

Medical Laboratory Observer is written for key laboratory management professionals and staff in hospital laboratories, independent clinical laboratories, integrated delivery networks, blood banks, physician office labs, government labs, and emergency care centers.

## Please send queries and abstracts to:

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## WHAT WE ARE LOOKING FOR

Exclusive, informative, nonpromotional, original content. All MLO feature articles are peer reviewed.

## SUBMITTING AN ARTICLE

knowledge. Try to avoid “medicalese” without oversimplifying the article.

► The primary audience is clinical laboratory directors or decision makers at various levels, mostly with hospital-affiliated labs. The writer can assume our readers have some knowledge of the topic, but not as much as they might wish to or need to have, including the latest knowledge. Try to avoid “medicalese” without oversimplifying the article.

► The purpose of the article should be made clear in the introduction. Please give the manuscript a title and include subheads as appropriate. Judicious use of headings will help clarify transitions from one topic to another, thus avoiding confusion for the reader.

► Articles must be original and not under consideration by any other publication.

► Care should be taken to avoid errors of fact or ambiguous statements. If procedures or test methods are referred to, make certain they are referenced or described in enough detail to enable readers to duplicate them in their own labs.

► The manuscript should be sent as Word document (as opposed to a PDF, etc.)

► Please provide the author’s name exactly as it will appear, including academic degrees as appropriate. Also, please include a two-or-three sentence biographical blurb. These take the form of “Author’s Name serves as Job Title for Name of Company, provider of Product A and Product B.” Unless the author prefers not to be pictured in the magazine, we use the author’s head shot adjacent to the article. Please

provide at least one 300 dpi. high resolution photo.

► Send any figures or any graphics as high-resolution attachments, rather than “embedded” in the document. Figures or tables should be referred to by number in the text so we know where to place them in the layout.

► References should appear as a numbered list at the end of the manuscript, corresponding to superscript numerals given in ascending order in the text of the manuscript. AMA style should be observed. If a reference appears a second time, it should not have a new numeral, but rather the one it has already been assigned. Thus, it is possible that references 1 through 8 may appear, and then reference 4 again, and then reference 9 and so on. Please do not give URLs only as a reference; the author (if there is one) and title of the page should be given, AMA style. Note also, our style is for there to be three, not one, names before the “et al” when there are seven or more authors, as is often the case in medical papers.

► Tables should stand as independent units, provide adequate identification of heads and subheads, and should be organized in some logical way (i.e., by chronological order or in decreasing order of frequency). The form and arrangement of table elements should make the table easy to understand. When appropriate, please also cite the source for any tables and indicate whether it was copied verbatim, or “adapted” in some way for the article. Please do not “desktop publish” tables into the Word document of the manuscript; rather, send them to the editor as individual jpeg attachments. DO place a parenthetical reference to them in the copy so we know where they should go— e.g. (Table 1 ).

► Authors may submit computer-generated charts or graphs, but should also submit all data points used to create the charts so that MLO’s art department can accurately recreate them for publication. Neat, hand-drawn diagrams are also acceptable. Since MLO often illustrates articles for aesthetic, as well as communicative reasons, any ideas for accompanying artwork are also welcome from authors. Look at past issues of MLO and already published CE articles for ideas.

Ideas for artwork to accompany an article other than a chart, graph, or table should be submitted in a cover letter. Hand-drawn sketches of ideas are acceptable, too, but they should include a brief explanation of the subject matter. Please do not “desktop publish” figures into the Word document of the manuscript; rather, send them to the editor as individual jpeg attachments. They must be high resolution, not from a website. DO place a parenthetical reference to them in the copy, so we know where they should go—e.g. (Figure 1 ).

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► Manuscripts are subject to editing. Such editing may involve nothing more than a light edit, but might entail heavy condensing and extensive restructuring. In every instance, we take pains to preserve the author’s ideas.

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► In the educational sections (as opposed to Product sections), there will be no references to the company’s name or any products by name. When the subject is the science and technology or applications of particular products, it should be presented “generically.” (The author’s blurb, as noted above, is an exception to this requirement.)

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