

2020



The Peer-Reviewed Management Source
for Lab Professionals since 1969

NOVEMBER SPONSORED CONTENT OPPORTUNITIES

"State of the Industry: Molecular Diagnostics" (including COVID-19 testing)

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

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

With a full page ad: your sponsored content is \$2,500 net

With no full page ad: your 1/3 horizontal page sponsored content is \$3,500 net

Additional sponsorship opportunities

- COVID-19 Updates: Our daily COVID-19 news with your logo on dedicated email
- Q+A video interview with an MLO Editor, posted on our website
- Full page advertorial - your article included in the print and digital issue
- "Polybagged for your Protection" single ad sheet enclosed with print issue to 45,700
- eBook - your materials combined into a digital asset, emailed to our audience

NOVEMBER EDITORIAL PREVIEW

All print ads appear in the November digital edition

- CONTINUING ED FEATURE: Diabetes and COVID-19
- Influenza/Respiratory (including SARS-CoV-2)
- The Inspection Ready Lab
- Oncology Software
- Importance of POCT during a pandemic
- Flow Cytometry
- State of the Industry: Molecular Diagnostics (including COVID-19)
- FREE PRODUCT FOCUS: Diabetes
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 **October 2** MATERIALS BY **October 6**



2020 PLANNER

Media Kit

Calendar

Lead Gen



OCTOBER 26-28, 2020

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

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

