



2021 MEDIA SOLUTIONS

THE PEER-REVIEWED MANAGEMENT SOURCE FOR LAB PROFESSIONALS SINCE 1969

The background of the page is a composite image. On the left, there is a large, blue, 3D-rendered DNA double helix. On the right, there is a photograph of a lab technician wearing a blue protective suit and a face shield, holding a test tube. Overlaid on the DNA helix is a network of white dots connected by thin white lines, resembling a molecular or data network.

Analytics
Analyzers
Antimicrobial Resistance
Assays
Autoimmune
Automation
Biomarkers
Blood Banking
Cancer
Chemistry
Coagulation
Controls/Reagents
Diabetes
Drugs-of-Abuse Testing
Flu/Respiratory
Hematology
IHC
Infectious Disease
Lab Management

LIS
Mass Spectrometry
Men's Health
Microbiology
Molecular Diagnostics
Pathology
PCR
Pharmacogenomics
POCT
QC/QA
Radiology
Regulations
Salary Survey
Sepsis
Software
STIs
Urinalysis
Virology
Women's Health

2021 AUDIENCE

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



161,139

Average Monthly Audience

MAGAZINE
45,912

ENEWSLETTER
38,309

WEBSITE
72,589

SOCIAL
4,329

DECISION MAKERS

39%

LAB DIRECTOR

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

14%

Chief | Asst. Chief Medical Technologist | MLT | MLS

17%

Pathologist | Physician

12%

Director | Manager Radiologist | Imaging

10%

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

5%

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

81% Hospital Lab | Independent Lab
Group Purchasing Organization

7% Group Practice Lab | Physician's Office Laboratory
3% Government and Public Health Lab
Biomedical Industrial Lab
3% Medical School | Med Tech | CLS Ed Programs
2% Home Health Care Agency | Long Term Care Facilities
2% HMO/PPO | ACO-Accountable Care Organization
Other
1% Blood Bank
1% Free Standing Emergency Center/Amb Care Center
Urgent Care/Minute Clinic



PRODUCTS THEY RECOMMEND, 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
Lab Furniture and Lighting

LIS Software
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 | Temperature Monitors
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
Product Oncology Testing Products
Product Mass Spectrometry

INFLUENCERS

CONTENT EDITORS



KRISTINE RUSSELL
EVP, Publisher
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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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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**HEALTHCARE
EXPERTISE**



**IDEA
DEVELOPMENT**



**DATA
INSIGHTS**

2021 EDITORIAL CALENDAR

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	INFECTION DIAGNOSTICS	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	SHOW COVERAGE & FULL-PAGE AD BONUS
JAN	Immunodiagnostic Tests	HbA1C	RCM - Reimbursements	UTI	AI/ML in the Lab	QA/QC	Inflammatory Syndrome & COVID-19	Vitamin D	30% off ad in Jan with ad in Dec 2020 Social Media Message
FEB	HIV	Toxicology (Therapeutic & Drugs of Abuse)	State of the Industry: Clinical Analytics	Sepsis	Vascular COVID-19 ESR/CRP	Phlebotomy (POC)	PCR	Automation / Analyzers	Semi-Annual Signet Ad Study
MAR	Blood Disorders	Rapid Testing	Salary Survey	Emerging Diseases	LIS/EHR	PPE	COVID-19 Update	Chemistry Analyzers	CLMA Pre-Show Issue 60% of eProduct Insider
APR	Diabetes	COVID-19 Immunity	Lab of the Year	C. difficile	Certification Ready	State of the Industry: Best Practices in Lab Management	Autoimmune Diagnostics	COVID-19	CLMA Mar 21-23 Nashville CLMA Issue Clinical Spotlight: 35 words & image
MAY	Antimicrobial Resistance	Next-Generation Sequencing (NGS)	Lab Supply Forecasting	Virology	Lab Innovators Worth Watching	Developing QC Practices	Companion Diagnostics	Centrifuges	APHL May 17-20 Cleveland Clinical Spotlight: 35 words & image
JUN	Cardiac Biomarkers	Chemistry Advancements	Training and Cross-training	POCT	Analytics & Data Management	Immuno-Oncology Assays	Genotype Testing for Warfarin Response	Coagulation Analyzers	ASM Jun 3-7 Anaheim ASCO June 4-8 Chicago Clinical Spotlight: 35 words & image
JUL	Autoimmune/Allergy	Liquid Biopsies	State of the Industry: Disease Management	Group B Strep	Diabetes	Flow Cytometry	Genetics	Immunoassay Analyzers	Joint ASCLS, AGT, SAFMLS Jun 27-July 1 Louisville, KY AACC Pre-Show Issue Clinical Spotlight: 35 words & image
AUG	Reducing Lab Errors	Cytokine Storm	Consumables	HAIs	Informatics	Retention in the Lab	Pharmacogenomics	Rapid Testing	AACC Jul 25-29 Anaheim AACC Issue Social Media Message
AUG	CLR 2021-2022 ANNUAL BUYERS GUIDE print, digital edition, online, industry shows					CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad			
SEP	Flu/Respiratory	POCT	Utilization of Supplies and Equipment	Women's Health	Colorectal Cancer	Specimen Collection	Diagnosing Alzheimer's	Mass Spectrometry	Semi-Annual Signet Ad Study CVS Sep 27-30 West Palm Beach
OCT	Blood Pathogens	Breast & Ovarian Pathology	Lab Safety	Plasma & Platelets	Data Management	Immunohistochemistry	Emerging & Evolving Biomarkers	Hematology Analyzers	AABB Oct 16-19 Anaheim Clinical Spotlight: 35 words & image
NOV	Endocrinology	Prostate Cancer	Automation	HPV	Influenza	Hematology	State of the Industry: Molecular Diagnostics	The Changing Test Environment / New Tech	AMP Nov 18-20 Philadelphia MEDICA Nov 15-19 Dusseldorf Clinical Spotlight: 35 words & image
DEC	Antibodies	Controls/Reagents	Hall of Fame Test Products	STIs	Diabetes	Biomarkers	Tumor Markers	LIS Product Guide	Social Media Message

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, product awareness, 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 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 a 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: Best Practices Lab Management
Jul: Disease Management
Nov: Molecular Diagnostics

Includes: Your full page ad or advertorial Q&A page in print and digital edition plus your logo on the State of Industry eBook blast with impressions and clicks report.



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 help 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 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 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 highly-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 and brand updates.

Includes: Production, moderator, promotional program, contact leads and engagement report



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 of invites through online delivery of final video, moderator, in-video poll, engagement and full lead report



ROUNDTABLE

Casual 30-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 resolve industry challenges.

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

Includes: Production, promotional program, engagement metrics, contact lead report and optional coordination of incentive 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 delivers engagement report to track views.

Includes: Positioning within website and 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.

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

Optional: Your existing whitepaper with us providing asset hosting, audience, promotion, 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, and/or supply your own 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



4.4K+



3.6K+



16.5K+

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, engagement report



AMPLIFY

Accelerate the decision-making process by guiding prospects with this 3-step lead nurturing program. 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: Design and deployment of emails, gated form, full lead report on second and third deployments.
Optional: Collaboration with Editor to develop three unique email messages:
1. Industry problem 2. End-user commentary 3. Your solution

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 and content binge.

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 input on the lab directors we invite to the event.

WHERE: 4-STAR RESORT

WHEN: TBD 2021

2021 WEBSITE

MLO-ONLINE.COM delivers maximum engagement and exposure with large intuitive ads and rich media across all devices.



192,326

Average Monthly
Page Views

74,934

Average Unique
Monthly Users

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

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

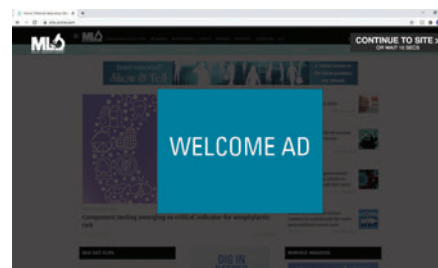
Digital programs are customized to your spend levels and discounts are available for multiple insertions.

Sponsorships of individual channel pages are available.

CHANNELS INCLUDE

Information Technology
Molecular
Diagnostics
Disease
Management

SOURCE: Google Analytics 2020



STANDARD BANNER ADS

- ▶ Leaderboard - Top & Sticky Bottom
- ▶ Billboard
- ▶ Medium Rectangle
- ▶ Half Page

RICH MEDIA ADS

- ▶ Reskin Wallpaper
- ▶ Pushdown Leaderboard
- ▶ In-Article Video
- ▶ In-Banner Video
- ▶ Expanding 300x250 and 300x600

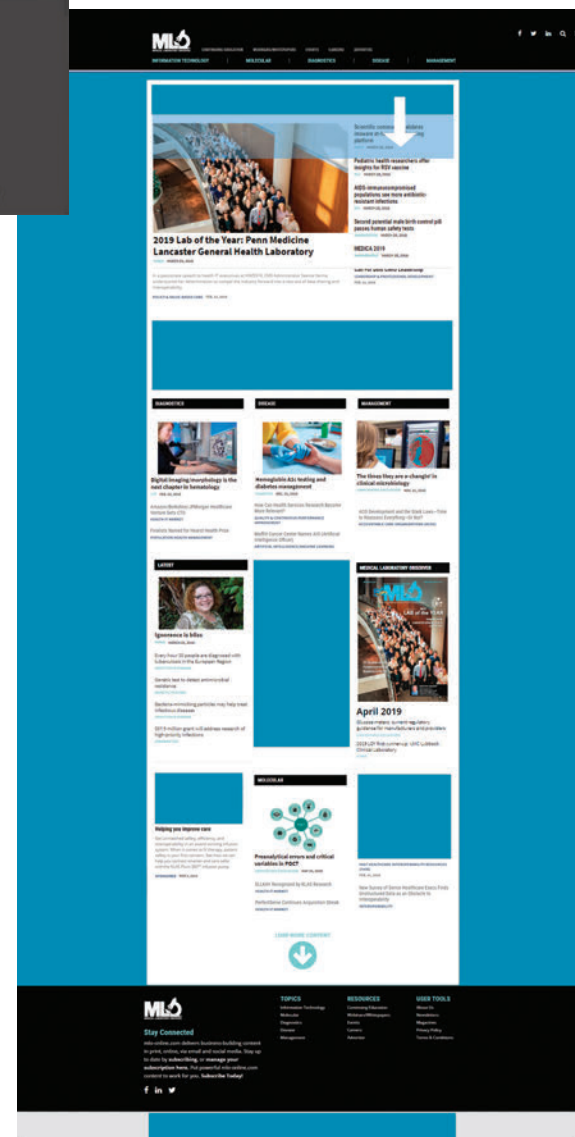
NATIVE ADVERTISING

- ▶ Native Ad
- ▶ Native Ad Sponsored Content

AUDIENCE EXTENSION

- ▶ In-depth Document

PRODUCTION SPECS:
helpcenter.endeavorb2b.com



2021 NATIVE ADVERTISING

Establish credibility, gain views for your content and drive traffic to your website or landing pages.



WEBSITE

192,326

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Monthly Users



NATIVE ADS

Feature your high-performing content on [MLO-online.com](https://mlo-online.com)

Native ad placements benefit from our highly trafficked channels that attract qualified lab professionals. Native ads rotate through site using your text + image. Deliverables include an image + text with URL that links back to your website. Labeled as Sponsored Content.

NATIVE ADS + SPONSORED CONTENT

Your content in our channels.

Sponsored Content with native advertising placements showcase your content in our channels, replicating form and function and attracting users. Sponsored Content + Native Ad deliverables include one article posted on our site and native ad deliverables (above) to drive traffic to your article page. Labeled as Sponsored Content.

NATIVE ADS + TAKEOVER PAGE

Your content displayed on a dedicated web page on our site.

Own the page with your content and an enhanced display, encouraging deep engagement and built to drive traffic back to your site. Native ads serve throughout our site to drive qualified professionals to your takeover page on our site. Deliverables include native ads (above) linked to your article on a dedicated page on our site with your leaderboard, medium rectangle and half page banner ads. Labeled as Sponsored Content.

2021 eNEWSLETTERS

Consistent email engagement with 45K+ subscribers daily via LABline and monthly with the MLO eProduct Insider



45K+

eNewsletter Reach

9%

Average Unique
Open Rate

16%

Ad Average
Total CTR

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*

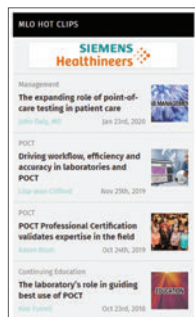
LABline HOT CLIPS

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



July 16, 2020

BANNER AD 600 x 100

Experimental COVID-19 vaccine safe, generates immune response
An investigational vaccine, mRNA-1273, designed to protect against SARS-CoV-2, the virus that causes coronavirus disease 2019 (COVID-19), was generally well tolerated and prompted neutralizing antibody activity in healthy adults, according to interim results published in *The New England Journal of Medicine* (NEJM).
Read more at MLO

BOX AD 300 x 250	BOX AD 300 x 250
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BD supports U.S. government efforts to increase COVID-19 testing capacity with POC tests.
BD (Becton, Dickinson and Company) has announced a commitment from the U.S. Department of Health and Human Services (HHS) to purchase BD diagnostic solutions in expanding access to rapid point-of-care testing (POCT) for COVID-19 through a broad, decentralized network of testing instrumentation.
Read more at MLO

TEXT AD IMAGE
Advancing HPV testing and laboratory capabilities.
The BD Onclarity™ HPV Assay provides enhanced high-risk HPV genotyping results beyond 16/18 in a single run, positioning your lab to adapt to evolving screening guidelines and to provide timely, comprehensive data to clinicians.
Read more at BD Diagnostics | Sponsor

Roche and Summit Cancer Centers to collaborate for more personalized cancer care
Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.
Read more at MLO

BANNER AD 600 x 100

Roche and Summit Cancer Centers to collaborate for more personalized cancer care
Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.
Read more at MLO

HOT CLIPS :: QUALITY CONTROL

LOGO
VEROTROL® and VIROCLEAR SARS-CoV
Quality controls for total IgG/IgM and IgG antibodies to SARS-CoV-2 research assays.
Click on the links below to discover the top MLO Articles on Quality Control.

- Reducing errors in the clinical laboratory
- Laboratory quality control – from error detection to risk management
- Launching a successful cost of poor quality project
- "Trusted Care" leads to zero harm at Travis AFB Clinical and Pathology Lab

AXIM Biotechnologies unveils rapid test for neutralizing antibodies, files Pre-EUA with the FDA
AXIM Biotechnologies, an healthcare solutions company focused on oncological research, has announced the development of NeuCovix, a rapid diagnostic test measuring levels of functional neutralizing antibodies that are believed to prevent SARS-CoV-2 from entering the host cells, according to a press release from the company.
Read more at MLO

eProduct INSIDER

Share your product with a relevant, engaged audience each month. This product-only newsletter reaches our entire opt-in newsletter database with advertisers receiving a monthly report of impressions and clicks.

Show Issue 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*



AUGUST 2020

Leading special protein testing for 25+ years
Improving the diagnosis and management of patients with blood cancers and immune system disorders. Our offerings include: FreeCell® assays, the market-leading, guideline-recommended free light chain assays; and OptiCell® (R), the latest innovation in special protein testing.
Learn more at Binding Site

Binding Site

Diazyme announces FDA EUA
Diazyme announces receiving FDA Emergency Use Authorization letter for the Diazyme DZ-Lite SARS-CoV-2 IgG CLIA test. The Diazyme IgG test is run on the fully automated DZ-Lite 3000 Plus chemiluminescence analyzer.
Learn more at Diazyme

HOW WILL YOU ADVANCE YOUR LABORATORY CAREER?
Medical Laboratory Scientists are in high demand. Upgrade your skills by completing an ONLINE Master's or Certificate Program from Michigan State University's Biomedical Laboratory Diagnostics Program. Programs are designed with flexibility for working professionals.
Learn more at Michigan State University

Ready to advance your laboratory career?
Medical Laboratory Scientists are in high demand. Upgrade your skills by completing an ONLINE Master's or Certificate Program from Michigan State University's Biomedical Laboratory Diagnostics Program. Programs are designed with flexibility for working professionals.
Learn more at Michigan State University

2021 MAGAZINE Digital Edition & Print Edition

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



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

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	COLOR	AD	SPREAD
2 Color-standard	\$615	\$1,135	3 or 4-color process	\$1,150	\$2,000
2 Color-PMS	\$915	\$1,525	Metallics	\$1,200	\$1,970

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
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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

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 1. Company 2. Test 3. Equipment, Products, Services
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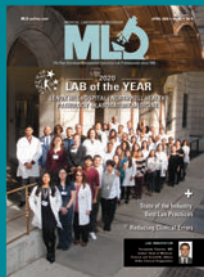
Additional inches: \$195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

Full page CLR print advertisers receive FREE 5" listing + 30% off additional ad in MLO August issue.



2021 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.

Submissions due by Monday, JANUARY 10, 2021

Send submissions to: lwilson@mlo-online.com

RULES TO NOMINATE YOUR LAB:

All nominations must be original and exclusive to MLO 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 accreditations?

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>



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:
editor@mlo-online.com

WHAT WE ARE LOOKING FOR

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

SUBMITTING AN 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, 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 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).

- ▶ Avoid auto-formatting of endnotes, bulleted or numbered lists. There is no need for headers or footers or any elements of “desktop publishing.” In particular, please turn off the “virtual footnotes” function in your software that puts footnotes as the bottom of each page.
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- ▶ If your article is accepted, you will be required to send us a signed Copy Release Form located at

<https://www.mlo-online.com/page/about-us>

Visit the link above for more information on CE, Clinical Issues and Lab Management submissions.

2021 CONTACTS



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