

2021



The Peer-Reviewed Management Source
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Sponsor our quarterly survey feature in April

STATE OF THE INDUSTRY

The April issue debuts the second in our 2021 exclusive series of MLO articles featuring survey results on the State of the Industry: **"Best Practices in Lab Management, including COVID-19"**

Sponsor the April **State of the Industry** section to receive these benefits:
Your full page ad appears within the special section in **print**, the **digital edition**, and the "Best Practices in Lab Management" **eBook** emailed to our audience along with your sponsorship logo. Contact your sales rep to reserve your spot.

APRIL EDITORIAL PREVIEW

All print ads appear in the April digital edition with company web links in the issue announcement email.

- ▶ **Continuing Education Feature:** Diabetes
- ▶ COVID-19 Immunity
- ▶ Lab of the Year
- ▶ C. difficile
- ▶ Certification Ready
- ▶ **State of the Industry:** Best Practices in Lab Management, including COVID-19
- ▶ Autoimmune Diagnostics
- ▶ **FREE PRODUCT FOCUS:** COVID-19
Submit content to Marisa Williams
at mwilliams@mlo-online.com

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SHOW COVERAGE:

Virtual **CLMA KnowledgeLab / ASCP** March 29-31

RESERVE BY **March 2** MATERIALS BY **March 8**



2021 PLANNER

Media Kit

Calendar

SUBMIT YOUR ARTICLES TO MLO SENIOR EDITOR:

Linda Wilson at lwilson@mlo-online.com



WELCOME OUR NEW MANAGING EDITOR: MARISA WILLIAMS

Marisa earned her Master's in Writing at Johns Hopkins University, while interning on Capitol Hill doing press and communications for the National Association of Community Health Centers. Creating her own Bachelor of Science degree at the University of Toledo, Williams blended pre-medical, pre-law, and laboratory studies, resulting in an interdisciplinary degree emphasizing Forensics. She has 20 years of experience as a multimedia journalist, five years of college-level teaching experience and has authored more than 100 independently published books. Marisa can be reached at mwilliams@mlo-online.com

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