

2021



The Peer-Reviewed Management Source
for Lab Professionals since 1969

Combo discount for a full-page ads in both MLO & CLR!

Contact your Sales Manager for details

CLR, the clinical lab's #1 annual buyers guide, is published in August and mailed along with the MLO August issue to our 45,912 subscribers...plus bonus distribution at AACC, AABB, CLMA, AMP and more!

CLR full page display ads also receive a 5" listing in CLR.

Reserve CLR by June 15

LISTING materials: June 19

DISPLAY materials: June 26



MLO AUGUST EDITORIAL PREVIEW

AACC Pre-Show issue with bonus distribution at the Clinical Lab Expo

All print ads also appear in the August digital edition and include company web links in the issue announcement email.

- ▶ **Continuing Education Feature:** Reducing Lab Errors
- ▶ Cytokine Storm
- ▶ Consumables
- ▶ HAIs
- ▶ Lab Innovators Worth Watching
- ▶ Retention in the Lab
- ▶ Pharmacogenomics
- ▶ **FREE PRODUCT FOCUS:** Rapid Testing
Submit content to Marisa Williams at mwilliams@mlo-online.com

MLO FULL-PAGE BONUS: Print Clinical Spotlight

Send us your headline, 35 words, image.

RESERVE BY July 1 MATERIALS BY July 7



2021 PLANNER

Media Kit

Calendar

SUBMIT YOUR ARTICLES TO MLO SENIOR EDITOR:

Linda Wilson at lwilson@mlo-online.com



CONTACT US TO GET STARTED

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