



## ONLINE LEAD GENERATION

Reach more than 28,000 buyers with verifiable online ROI via LABline, MLO's weekly eNewsletter, the monthly eProduct Insider with actionable LEADS, and the MLO & CLR digital editions.

### ■ LABline AD WITH LEADS

Now weekly, LABline gives you more opportunities to promote your products or services and collect leads. Send us your headline, approximately 25 words of text, logo or product photo (300 x 300 pixels) and up to 3 links (your website's product page, video, pricing page, order form, white paper...) and we'll do the rest.

#### Net rates:

1 week	\$950/week
2 weeks	\$1,650 (\$825/week)
1 month	\$2,500/month
3 months	\$5,850 (\$1950/month)
6 months	\$10,350 (\$1,725/month)
12 months	\$18,240 (\$1,520/month)

Top position: add 15%      Guaranteed position: add 10%

Materials can be changed at the beginning of each month.  
Materials are due by the 20th of the month prior.

### ■ ePRODUCT INSIDER WITH LEADS

This product-only email blasts twice a month, reaching more than 28,000 subscribers and returning leads to its advertisers. Send us your headline, approximately 25 words of text, logo or product photo (300 x 300 pixels), and up to 3 web links and we'll do the rest.

April (CLMA) and July (AACC) \$600 net with full page and \$750 net with fractional print page. There will be two blasts for each show.

#### All other months:

\$850 net for one blast, \$1,500 net for both (in one month)

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### ■ DIGITAL EDITION MLO & CLR WITH LEADS

No charge

Your print ad delivers leads from the 28,000+ online subscribers who receive digital editions of MLO and CLR via email. Increase your ad's visibility when we add animation for a nominal fee.

