

2012



CLR CLINICAL LABORATORY REFERENCE

THE CLINICAL LAB LEADER SINCE 1969

JULY DELIVERS AACC SHOW BONUS!

JULY EDITORIAL HIGHLIGHTS

- **Cover/CE Test:** Women's Health PLUS HPV
- Cancer
- Analyzers
- Virology
- Slide Makers/Slide Stainers
- Gram Stains
- Personalized Medicine
- Immunodiagnostics
- **Free Product Focus:** Infectious Diseases

To contribute an article for July, contact Alan Lenhoff, MLO Editor: alenhoff@mlo-online.com by May 15th. For future topics, click on the 2012 Editorial Calendar button on the right.

FULL PAGE AD BONUS: free exposure in print & digital edition
Send us your 50 words, product photo, show, and booth number for display on the July Show Preview page - in print and digital edition.



JULY EMAIL & WEB SPECIAL

PRINT ADVERTISERS RECEIVE 50%- 60% OFF ONLINE MEDIA

- **EMAIL BONUS WITH LEADS:** AACC eProduct Insider, sent twice before the show to 28,000 opt-in lab professionals, provides actionable leads from potential buyers who click on your ad. Includes headline, 25 words, photo, and links to your website.
- **WEB BONUS:** AACC eProduct Insider ads posted on the MLO website before, during and after the show for maximum exposure and increased web traffic.

Full page advertisers pay only \$600 net for a 60% savings.
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Positions are on a first come basis, so call us today!

SHOW DISTRIBUTION/COVERAGE

AACC July 15-19 Los Angeles Booth 314

SPACE DEADLINE: June 4

MATERIALS DUE: June 8

MLO ACCOUNT EXECUTIVES

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¹ BPA Statement Dec 2011, 3b



Click below for more information

2012 MEDIA KIT

2012 EDITORIAL CALENDAR

CLR 2012-2013

2012 PRINT INFO

2012 WEB INFO

2012 ONLINE LEAD GEN

