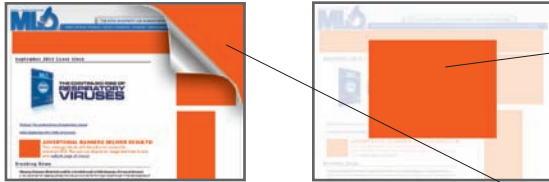


WEBSITE RATES & SIZES

(Prices are net per month. Discounts available for multiple insertions.)

Reach thousands of potential medical lab professionals via MLO's comprehensive website!



HOME PAGE POP-UP OR SITE POP-UNDER

Our Web page dims as your oversized "pop-up" ad fades up for 5 to 7 seconds, front-and-center, before fading back to our site. The "Pop-under" remains when a visitor closes our site. Share a flash or animated gif message in this oversized space. 600 x 400 pixels, \$3,060



PAGE CURL

Upper right corner of home page opens over top quarter of screen when activated by the visitor's mouse roll-over. Home page only 500 x 500 pixels \$2,040 net

LEADERBOARD: TOP

Command interest in the top position using your static, gif, or flash message. Available in two widths.

- run-of-site standard leaderboard 728 x 90 pixels \$1,734
- run-of-site super leaderboard 960 x 90 pixels \$2,040

LEADERBOARD: BOTTOM

- run-of-site, standard leaderboard 728 x 90 pixels \$1,275
- run-of-site, super leaderboard 960 x 90 pixels \$1,530

BLOCK AD / VIDEO AD

Your video begins automatically in prime space, or share a flash or animated gif message in this oversized space.

- run-of-site 300 x 250 pixels \$1,785
- video ad (add \$350 production fee)

SKYSCRAPER

Attract the eye as the reader scrolls down the page through content. run-of-site, wide 160 x 600 pixels \$1,683

ADVERTORIAL BANNER

Blend your message into the editorial content for maximum ROI. Send us your headline, 50 words, 300 x 300 pixel logo or photo (final size: 120 x 120), and up to 3 web links... we'll do the rest. run-of-site, upper \$1,530 run-of-site, lower \$1,224

STANDARD BANNER

Static, animated gif, flash grabs attention every time! run-of-site, 468 x 60 pixels, upper \$1,530 lower \$1,224

BUTTON

Small messages pack a big return. run-of-site, wide 125 x 125 pixels \$612

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Advertisers in the print magazine receive a free web page link on our home page, listed by industry category, run-of-site, during the month your ad runs. No Charge