

MULTICHANNEL BRANDING + QUALIFIED LEADS

Connect with lab decision makers using MLO's print, email, Web, CLR buyers guide, direct mail, and trade show marketing channels.

- **MLO MAGAZINE** has been reaching the clinical lab market since 1969, providing lab professionals with peer-reviewed editorials, answers to critical questions and important product information.

BONUS: Advertisers receive a free Web link on the MLO Web home page and in the digital edition. Full-page advertisers receive a different bonus each month. (See editorial calendar for details.)

- **SPONSOR THE CE COVER FEATURE** and receive multimedia exposure with print, Web, and email positions.

- **FREE MONTHLY PRODUCT FOCUS** Send us your 200-word product announcement and product photo at least 2 months in advance of publication (see calendar for monthly topics).

- **FREE SHOW SPOTLIGHTS** increase exposure and booth traffic with this print space in show issues. Full-page print advertisers send 50 words, image, and booth # at no extra cost.

- **NOW WEEKLY! LABline eNEWSLETTER** is emailed to more than 28,000 opt-in subscribers each week. Your ad receives actionable leads including names, titles, addresses, emails and more to facilitate sales.

- **MLO-Online.com** offers rich media opportunities including video, leaderboards, banners, buttons, page curls, roadblocks and more!

- **CLR - Clinical Laboratory Reference**, the industry's most comprehensive annual buyers guide, is mailed to MLO subscribers in August. Searchable for 12 months at CLR-online.com, listings in CLR are an incredible value to advertisers.

- **ePRODUCT INSIDER eNEWSLETTER** is emailed twice a month to more than 28,000 subscribers and delivers qualified leads while promoting your products or services.

- **LIST RENTALS** take advantage of the best email or postal database in the industry with lab professionals targeted by job function, facility, region, and/or types of products purchased.

- **AD COMPARISON STUDIES** done by third-party Signet Research provide metrics, verbatim feedback and leads. Measure the impact of your ad material and follow up on leads from participants requesting more information on your product. Free to full-page advertisers in May and November issues.

