



Dear MLO Marketing Partner,

Enclosed please find the 2012 MLO-Medical Laboratory Observer media kit.

Whether you want to connect with today's medical laboratory leaders using print, web, email, direct mail, or a combination of all, a partnership with MLO provides the best way to reach your target market.

- Full page advertisers benefit from monthly Ad Bonuses, including Show Spotlights and Ad Studies valued up to \$1,865 net. See the Editorial Calendar for details.
- Both MLO's weekly LABline and monthly eProduct Insider newsletters provide you with leads.
- MLO-online.com offers an increased variety of website advertising options.
- MLO's Digital Edition and Show Distribution expands your marketing reach at no additional cost.
- CLR-Clinical laboratory Observer is MLO's 13th issue distributed along with the MLO August issue. As the industry's premiere annual buyers guide, CLR provides both display and product listing print opportunities that become online listings for a full year at no charge (page 9).
- See page 1 of the media kit for even more branding and lead generation tools.

With more than 40 years of clinical lab expertise, MLO has developed a loyal audience of Lab Managers/Directors and lab professionals with a direct say in the purchasing process (page 2). This is one reason why advertisers (page 10) increasingly turn to MLO for their marketing solutions.

MLO's Editor, Alan Lenhoff welcomes your editorial contributions. The Editorial Calendar (pages 5-6), outlines topics for each issue, so please contact him if you are interested in submitting any particular columns at [alenhoff@nelsonpub.com](mailto:alenhoff@nelsonpub.com).

To share your new product announcements, the free Product Focus section lists the monthly categories. Please submit 200 words and image 60 days in advance to Ginny Allain at [gallain@nelsonpub.com](mailto:gallain@nelsonpub.com).

If you are recruiting professionals for your lab, MLO's Marketplace section (page 4) provides space both in print and online. Please contact Carol Vovcsko for all classified and international media.

We want 2012 to be a prosperous year for the clinical lab market and we can customize a marketing plan to help you lead the way! Please give us a call to discuss the various marketing opportunities in more detail.

**Carol Vovcsko**  
Regional Advertising Manager  
East/Midwest (except IL)  
International / Classified  
800/226-6113 x123  
[cvovcsko@nelsonpub.com](mailto:cvovcsko@nelsonpub.com)

**Lora Harrell**  
Regional Advertising Manager  
West/South/Illinois  
800/226-6113 x120  
[lharrell@nelsonpub.com](mailto:lharrell@nelsonpub.com)