

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	SPECIAL FEATURE	EDUCATION	QA/BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	ADVERTISER BONUS & SHOW COVERAGE	
JAN	Immuno-diagnostics	HbA1c	QA/QC	HIV Series	Cancer (Breast/Ovarian)	Urinalysis	Somatic Microchimerism – Origins, Impacts, and Detection	Vitamin D	eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers	
FEB	Blood Disorders	LIS	POCT	HIV Series	Molecular and Microbiology	Automation/Analyzers	PCR for Antibiotic Resistance Markers – Not the Whole Story	Microscopes	Semi-Annual Signet Ad Study HIMSS Feb 11-15 Orlando	
MAR Celebrate 50 YEARS	Sepsis	Infectious Diseases	Labs: Past, Present and Future	Hematology	Mass Spectrometry	Artificial Intelligence/ Test Efficiencies	Limits of Detection: What's the Probability Your Negative Sample is Actually Negative?	New Products	MLO's 50th Anniversary Promotion: buy a full page, get a full-page advertorial highlighting your company for 50% off	
APR	Diabetes	Reducing Lab Errors	Lab of the Year	Cancer	C. Difficile	Diversity/ Disability in the Lab	WGS vs WES: Why the Exome Isn't the Whole Story	Virology	CLMA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers CLMA Mar 31-Apr 3 Grapevine, TX	
MAY	Molecular Testing	Toxicology (Therapeutic & Drugs of Abuse)	Salary Survey	HPV/STIs	Software	Improving the Patient Experience	Long Term Persistence of Pathogen DNA	Specimen Collection	Clinical Spotlight in print: 35 words and image for full-page advertisers CVS May 5-8 Savannah	
JUN	Cardiac Biomarkers	Chemistry	Revenue Cycle Management/ Reimbursement	Polymerase Chain Reaction (PCR)	Hematology	Cleaning the Lab/ Detoxification	Quantitative Trait Loci – Uncovering Genes for a Continuously Variable Trait	Analyzers	Clinical Spotlight in print: 35 words and image for full-page advertisers ASCO May 31-Jun 4 Chicago APHL Jun 3-6 St. Louis ASM Jun 20-24 San Francisco	
JUL	Autoimmune/ Allergy	Liquid Biopsies	Pathology Processes	Vitamin D	Diabetes	Group B Strep	Warfarin: Lessons in Pharmacogenomics	Centrifuges	AACC Clinical Spotlight in print plus 60% off eProduct Insider for full-page advertisers AACC preshow issue	
AUG	CLR 2019-2020 ANNUAL BUYERS GUIDE print, online, trade shows						CLR FULL PAGE AD BONUS: Free 5" listing in print			
AUG	Antimicrobial Resistance	Next Generation Sequencing (NGS)	Equal partners; "Elevate the Lab"	Automation	Developing QC Practices	Perception/ Retention in the Lab	Jumping Genes: Alu Elements in Human Disease	POCT	eList Rental: rent 3,000 emails, get 1,000 free for full-page advertisers. Promote AACC! AACC Aug 3-8 Anaheim	
SEP	Flu/Respiratory	Controls/ Reagents	Utilization of Supplies and Equipment	The Cost of Poor Quality	Hemostasis	Specimen Collection	Getting to the End: Telomeres In Clinical Settings	Rapid Testing	Semi-Annual Signet Ad Study	
OCT	Blood Banking	Analyzers	Lab Safety	Microbiology	LIS/EHR	Immuno-histochemistry	Histone Acetylation: An Emerging Target	Hematology	Clinical Spotlight in print: 35 words and image for full-page advertisers AABB Oct 19-22 San Antonio	
NOV	Endocrinology	Assays	The Inspection Ready Lab	Flu/Respiratory	POCT	Flow Cytometry	Reverse Transcriptase Inhibitors: NRTIs vs. NNRTIs	Diabetes	AMP/MEDICA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers AMP Nov 7-9 Baltimore MEDICA Nov 18-21 Dusseldorf	
DEC	Automation	Gastroenterology	Data Management	Rapid Testing	Women's Health	Biomarkers	What's With Hot Start? A Tale of Mispriming	LIS	Clinical Spotlight in print: 35 words and image for full-page advertisers	

AD CLOSE: 1st of month prior to issue. Materials due 1 week later. EDITORIAL CLOSE: 2 months prior to issue. FREE Print Product Focus: 75 words and image, 2 months prior.



FREE AD COMPARISON STUDIES Evaluate your ad campaign and effectiveness with MLO's most popular added-value! Offered in February and September, all full page ads will be studied by third-party Signet Research, measuring Noticeability, Information Content, Traits Reinforced, and Actions Taken. Your custom report includes leads and actual verbatims.