

| | 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 | Sepsis Flu/Respiratory | Controls/ Reagents | Utilization of Supplies and Equipment | The Cost of Poor Quality | Hemostasis | HPV | 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 & MDx 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 | C. Diff | Data Management | STIs | Women's Health & Cancer | 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.