MLO
MEDICAL LABORATORY OBSERVER
The Peer-Reviewed Management Source for Lab Professionals since 1969
2020 MEDIA SOLUTIONS
Analyzers
Anatomic Pathology
Automation/LEAN
Biomarkers
Blood Banking
Cancer
Chemistry
Coagulation
Diabetes
Drugs-of-Abuse Testing
Flu/Respiratory
HAI/MRSA
Hematology
Hepatitis
HIV
HPV
Infectious Disease
Lab Management
LIS
Mass Spectrometry
Men's Health
Microbiology
Molecular Diagnostics
Pathology
PCR
Pharmacogenomics
Pregnancy/Prenatal
Rapid Testing/POCT
Regulations
Salary Survey
Sepsis
Software
STIs
Urinalysis
Virology
Vitamin D Testing
Women's Health
ENDEAVOR BUSINESS MEDIA 2477 STICKNEY POINT ROAD SUITE 221B SARASOTA, FL 34231 www.MLO-online.com 941-388-7050

2020

MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969

IN 1969, MLO DEBUTED AS THE ORIGINAL CLINICAL LABORATORY MAGAZINE

Clinical lab decision-makers rely upon MLO for peer-reviewed editorial and new product information. MLO delivers a monthly magazine, digital edition, daily e-newsletters, website, the annual CLR buyers guide, and trade show marketing opportunities.

EDITORIAL COVERAGE

To contribute to the following, please email our editors: Lisa Moynihan at lmoynihan@mlo-online.com or Brenda Silva at bsilva@mlo-online.com

- ARTICLE CONTRIBUTIONS The editorial calendar is on page 3. Email editor at least two months in advance.
- FREE PRODUCT FOCUS CONTRIBUTIONS Monthly categories are located in the last column of the editorial calendar. Email editor at least two months in advance.
- PRESS RELEASES & NEW PRODUCTS Email editor for possible inclusion in LABline, MLO's daily e-newsletter or monthly print magazine.

MULTIMEDIA ADDED-VALUE FOR PRINT ADVERTISERS

- DIGITAL EDITION WITH FREE LINK within your ad
- FREE BONUS FOR FULL-PAGE ADS:
  - AD COMPARISON STUDIES Third-party Signet Research provides metrics and verbatims for February and September issues. Valued at $4500 net.
  - CLINICAL SPOTLIGHT Receive additional print space in specific issues (see calendar). Submit 35 words, image, and URL. Valued at $1,964 net.
  - DISCOUNTED eLIST RENTAL Rent 3,000 emails, get 1,000 free in January and August. Valued at $450 net.

QUALIFIED LEADS

- LABline and ePRODUCT INSIDER Two e-newsletter options, emailed up to 30,000 subscribers. (See pages 6-7).
- CUSTOM CONTENT Choose from multiple options, all generating leads. From webinars to whitepapers, to our exclusive Executive Brief, Industry Insight, Article Sponsorship, Digital eBook, Custom Podcast and Lead Focus, we have a program to fit your needs. (See pages 7-11).

ADDITIONAL REACH

- BONUS PRINT DISTRIBUTION at leading trade shows. See calendar.
- MLO-ONLINE.com Responsive media options include videos, wallpaper, leaderboards, and more. (See page 12).
- CLR - Clinical Laboratory Reference The annual print buyers guide is mailed in August and searchable at www.CLR-online.com (See page 4).
- EMAIL AND POSTAL LIST RENTALS Target lab professionals by job function, facility, and/or types of products purchased by renting from our audited database. (See page 13).

EDITORIAL ADVISORY BOARD

John Brunstein, PhD, Biochemistry (Molecular Virology)
President & CSO
PathoID, Inc.
British Columbia, Canada

John A. Gerlach, PhD, D(ABHI)
Laboratory Director
Michigan State University
East Lansing, MI

Barbara Strain, MA, SM(ASCP), CVAHP
Principal, Barbara Strain Consulting LLC
Formerly Director, Value Management
University of Virginia Health System,
Charlottesville, VA

Jeffrey D. Klausner, MD, MPH
Professor of Medicine and Public Health
Division of Infectious Diseases: Global Health, Dept. of Epidemiology
David Geffen School of Medicine
Karen and Jonathon Fielding School of Public Health, University of California
Los Angeles, CA

Susan McQuiston, JD, MT(ASCP), SCy(ASCP)
Instructor
Biomedical Laboratory Diagnostics Program
Michigan State University
East Lansing, MI

Donna Beasley, DLM(ASCP)
Director
Huron Healthcare
Chicago, IL

Anthony Kurec, MS, H(ASCP)DLM
Clinical Associate Professor, Emeritus
SUNY Upstate Medical University
Syracuse, NY

Suzanne Butch, MLS(ASCP)^{CM}, SBB^{CM}, DLM^{CM}
Freelance Consultant
Ann Arbor, MI

Paul R. Eden, Jr., MT(ASCP), PHD
Lt. Col. USAF (retired)
(formerly) Chief, Laboratory Services
88th Diagnostics/Therapeutics Squadron
Wright-Patterson AFB, OH

2020

MLO MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969

45,644 PRINT SUBSCRIBERS [1]

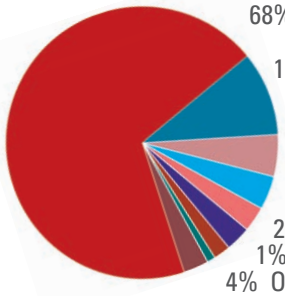
108,796 print readers with pass-along [2]

DECISION MAKERS [1]

- **43%** LAB DIRECTOR Lab Manager/Administrator/Supervisor/Section Manager/Dept. Head/POL Group Practice Manager/Administrator/MA/Nurse
- **19%** Chief/Asst. Chief Medical Technologist/MLT/MLS
- **16%** Pathologist/Physician
- **12%** POCC/POCT Coordinator/Compliance/QA Coordinator/Manager/Educator/Dept. Chair/ Faculty/Phlebotomist/Nurse/Other
- **7%** Clinical Chemist/Microbiologist/Hematologist
- **2%** Hospital Admin./Owner/Officer/Purchasing
- **>1%** LIS/EMR/EHR Manager

68% of MLO subscribers are involved with their lab's purchasing process [2]

DIAGNOSTIC LAB FACILITIES [1]



68% Hospital Lab
10% Independent Lab
5% Physician's Office Lab
4% Group Practice Lab
3% Government/Public Health Lab
3% Med School/Med Tech/CLS Ed Programs
2% ACOs
1% Blood Banks
4% Other

85% report their budgets for 2020 will be increasing or remaining the same, **68%** are involved in purchasing decisions. [2]

58% report that PRINT media is where they first discover products for their lab; **63%** say they're more likely to click on a digital ad after seeing the company's ad in MLO. [2]

EXCLUSIVE READERSHIP [2]

- **18,054** MLO subscribers *do not read* CAP Today
- **29,384** MLO subscribers *do not read* Clinical Lab News
- **31,649** MLO subscribers *do not read* Clinical Lab Products
- **35,642** MLO subscribers *do not read* Lab Manager
- **38,231** MLO subscribers *do not read* Medical Lab Mgt.

AD IMPACT

76%

are influenced by a company's ad in MLO... being more likely to inquire or consider the company during product evaluations [2]

71%

have shared MLO articles or ads with their lab peers [2]

LOYAL READERSHIP

89%

have received MLO for more than 3 years. 62% of respondents for 10 years or more...a highly engaged and experienced audience! [2]

85%

read at least 3 out of 4 issues of MLO [2]

42 minutes

is the average time spent with each issue of MLO [2]

ONLINE INFLUENCE

55,671

average monthly users at www.MLO-online.com with 109,921 page views [4]

34,995

subscribers are delivered the daily LABline eNewsletter [1]

8%

average daily open rate for LABline eNewsletter. 12.1% CTR [3]

7%

average daily open rate for eProduct Insider. 10.6% CTR [3]

CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year

84%

access CLR in print or online [2]

60%

save their print CLR issue for use in the year [2]

VERIFIED AUDIT CIRCULATION

SOURCE
[1] MLO VAC Statement, 9/18
[2] MLO Subscriber Profile Study, 9/19
[3] Critical Impact, 10/18-9/19
[4] Google Analytics, 10/18 -9/19

2020 MLO MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	ONCOLOGY TECHNOLOGY	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	SHOW COVERAGE & AD BONUS
JAN	Diabetes	State of the Industry: IT Solutions	QA/QC	Next-Generation Sequencing (NGS)	AI in the Lab	Urinalysis	NRTI (nucleoside reverse-transcriptase inhibitor) Resistance Testing	Vitamin D	eList Rental: 1,000 free for full-page advertisers
FEB	Blood Disorders	Infectious Diseases	POCT	Autoimmune	HIV	Sepsis	Molecular Pathology	Automation/ Analyzers	Semi-Annual Signet Ad Study
MAR	ELISA Testing	Liquid Biopsy	Clinical Laboratory Informatics	Free Light Chain	Hormone Effect on Outcomes	PCR	Molecular Analysis of Lung Cancers	Chemistry Analyzers	HIMSS Mar 9-13 Orlando, FL Clinical Spotlight in print: 35 words and image for full-page advertisers
APR	Reducing Lab Errors	HbA1c	State of the Industry: Best Practices in Lab Management	Mass Spectrometry	C.Diff	Lab of the Year	Alzheimer's Disease	Virology	CLMA Mar 29-Apr 1 Louisville, KY CLMA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers
MAY	Molecular Testing	Toxicology (Therapeutic & Drugs of Abuse)	Salary Survey	Companion Diagnostics	LAB Innovators	Temperature Monitoring	Colorectal Cancer	Specimen Collection	CVS May 5-8 Savannah, GA Clinical Spotlight in print: 35 words and image for full-page advertisers
JUN	Cardiac Biomarkers	Chemistry	Lab Redesign	Pathology	Hematology	Air/Water QC	Brain & Nervous System	Immunoassay Analyzers	ASCO May 29-Jun 2 Chicago, IL APHL Jun 8-11 Portland, OR ASM Jun 18-20 Chicago, IL Clinical Spotlight in print: 35 words and image for full-page advertisers
JUL	Autoimmune/ Allergy	State of the Industry: Disease Management	Training and Cross-Training	Immuno-Oncology Assays	Diabetes	Group B Strep	Genetics	Coagulation Analyzers	AACC preshow issue AACC Clinical Spotlight in print plus 60% off eProduct Insider for full-page advertisers
AUG	**CLR 2020-2021 ANNUAL BUYERS GUIDE** print, online, trade shows						**CLR FULL PAGE AD BONUS:** Free 5" listing in print		
AUG	Antimicrobial Resistance	Next-Generation Sequencing (NGS)	Cleaning the Lab	Men's Health	QC Practices	Perception/ Retention in the Lab	Pharmacogenomics	POCT	AACC Jul 26-30 Chicago, IL eList Rental: get 1,000 free for full-page advertisers.
SEP	Flu/ Respiratory	Controls/ Reagents	Utilization of Supplies and Equipment	Breast & Ovarian Pathology	Hemostasis	Specimen Collection	Antibodies	Rapid Testing	Semi-Annual Signet Ad Study
OCT	Blood Banking	Analyzers	Lab Safety	Plasma & Platelets	LIS/EHR	Immunohisto-chemistry	Pathology Processes	Hematology Analyzers	AABB Oct 3-6 Baltimore, MD Clinical Spotlight in print: 35 words and image for full-page advertisers
NOV	Endocrinology	Influenza	The Inspection Ready Lab	Oncology Software	POCT	Flow Cytometry	State of the Industry: Molecular Diagnostics	Diabetes	AMP/MEDICA Clinical Spotlight in print plus 60% of eProduct Insider for full-page advertisers AMP Nov 18-21 Vancouver MEDICA Nov 16-19 Dusseldorf
DEC	Automation	C.Diff	Data Management	Personalized Medicine	Women's Health	Biomarkers	Molecular Assays	LIS Buyers Guide	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.

SIGNET RESEARCH INC.

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.

CLR

THE MOST COMPREHENSIVE BUYERS GUIDE IN PRINT AND ONLINE WITH MORE THAN 4,900 TESTS, EQUIPMENT, PRODUCTS, AND SERVICES FOR THE LAB

RESERVE NOW!

WWW.CLR-ONLINE.COM

CLR - CLINICAL LABORATORY REFERENCE

List your company, products, and services in CLR, MLO's annual reference and buyers guide published in August in print and online for a full year.

Your listing in CLR reaches thousands of MLO and CLR web visitors... plus all MLO magazine subscribers...plus conference attendees throughout the year.

YOUR COMPANY LISTING INCLUDES:

- Web listing of your color logo, 100 words, your contact information, and list of products...cross-referenced and searchable three ways for one year by:
  1. Company
  2. Test
  3. Equipment, Products, Services
- CLR print edition, mailed to 45,000 MLO subscribers in August.
- The CLR digital edition is emailed to 34,000 MLO subscribers and remains online all year at both www.mlo-online.com and www.clr-online.com.

NEW ADVERTISERS: Sign up for a new username and password here: https://www.clr-online.com/Admin/NewUser.aspx

PREVIOUS ADVERTISERS: If you don't have your username and password, ask your Sales Contact to email them to you so you can make changes directly online to your previous listing.

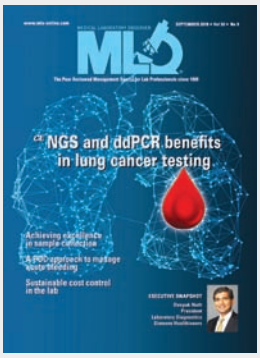
CLR listings are purchased for print, by the inch. A print listing is published by COMPANY in alphabetical order, with up to 50 free cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services). The same information is then published online for one year, searchable three ways.

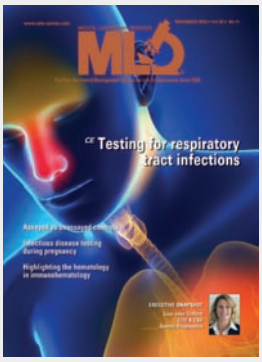
LISTING RATES:

Standard print size (1 column x 5" deep listing): $1,115 net
Listing includes color logo, contact information, 100 words, and up to 50 FREE Index category references.

Additional inches: $195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

Full page CLR advertisers receive a FREE 5" listing.





LOWER PRINT CPM (cost per thousand rate) THAN MOST OTHER CLINICAL LAB MAGAZINES: $125.39[1]

[1]Single page, B/W gross rate

MAGAZINE PRINT RATES

B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
Full	$ 5,685	$ 5,561	$ 5,440	$ 5,312	$5,090	$4,942	$4,818	$4,717
2/3	$ 4,323	$ 4,223	$ 4,115	$ 3,997	$3,875	$3,726	$3,582	$3,537
1/2 Isl	$ 3,953	$ 3,880	$ 3,774	$ 3,679	$3,599	$3,519	$3,458	$3,412
1/2	$ 3,147	$ 3,086	$ 3,002	$ 2,914	$2,840	$2,734	$2,684	$2,648
1/3	$ 2,413	$ 2,344	$ 2,289	$ 2,237	$2,189	$2,135	$2,103	$2,082
1/4	$ 1,850	$ 1,812	$ 1,760	$ 1,707	$1,679	$1,639	$1,608	$1,584
1/6	$ 1,532	$ 1,486	$ 1,441	$ 1,398	$1,363	$1,315	$1,276	$1,244
1/8	$ 1,160	$ 1,125	$ 1,091	$ 1,058	$1,032	$ 996	$ 966	$ 942
Spread	$11,124	$10,790	$10,467	$10,153	$9,848	$9,553	$9,266	$8,988

COLOR	AD	SPREAD
2 Color-standard	$615	$1,135
2 Color-PMS	$915	$1,525

COLOR	AD	SPREAD
3 or 4 Process	$1,150	$2,000
Metallics	$1,200	$1,970

All rates above are based on payments by check, ACH, or wireless transfer. Check with your MLO Sales Contact for rates with other forms of payment.

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly.
- Closing the 1st of the month prior to publication. Materials due one week later.
- Cancellations are not accepted after the closing date.
- MLO's Publisher reserves the right to select position.
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- Inserts are accepted as supplied or as Publisher-printed.

BONUS: All print advertisers receive free link to their website on our monthly "It's on the way" e-newsletter announcing the new issue.

PRODUCTION SPECS: helpcenter.endeavorb2b.com

PRINT CLASSIFIEDS

Print Prices (gross) No bleed.		B/W	4/C
1/8	3.25 x 2.5	$ 940	$1,593
1/6	2.125 x 4.7	$1,241	$1,894
1/4 V	3.25 x 4.75	$1,499	$2,152
1/4 H	7 x 2.5	$1,499	$2,152
1/3 V	2.125 x 9.75	$1,954	$2,607
1/3 Square	4.5 x 4.75	$1,954	$2,607
1/2 H	6.75 x 4.75	$2,435	$3,088
1/2 V	3.25 x 9.75	$2,435	$3,088
Full Page	7 x 10	$4,710	$5,052

WEB CLASSIFIEDS

$380 net per web ad which includes up to 100 words. Additional words are $.35 each. Online ads will appear online at www.mlo-online.com for one month. All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only. Contact Carol Vovcsko: 941-321-2873 cvovcsko@mlo-online.com.

Example only. MLO positions change weekly.

LABline DAILY e-NEWSLETTER

LABline is delivered daily Monday-Friday
Average Daily Sent: 34,955 opt-in subscribers (VAC Statement, Sep 2018)
Advertisers receive a monthly report with full-contact information of those who click on their ad.

LABline provides breaking news and product ads that generate awareness for our products and services.

- Guaranteed position, add 10%
- Combine ad buys for frequency discounts
- Frequency advertisers may update monthly
- Materials due by 20th of the prior month

Monthly Gross Rates 15% agency discount available

	1 week	1 mo	3 mo	6 mo	12 mo
TEXT AD 2-6 word headline max. 35 words 150x150 px Image (jpg, gif, or png) URL	$1,275	$4,144	$3,506	$3,315	$2,590
NATIVE TEXT AD 2-6 word headline max. 35 words URL	$1,218	$3,959	$3,453	$3,167	$2,474
BANNER AD 580x75 px	$1,320	$4,288	$3,574	$3,430	$2,680
BOX AD 280x175 px	$1,325	$4,214	$3,644	$3,371	$2,678

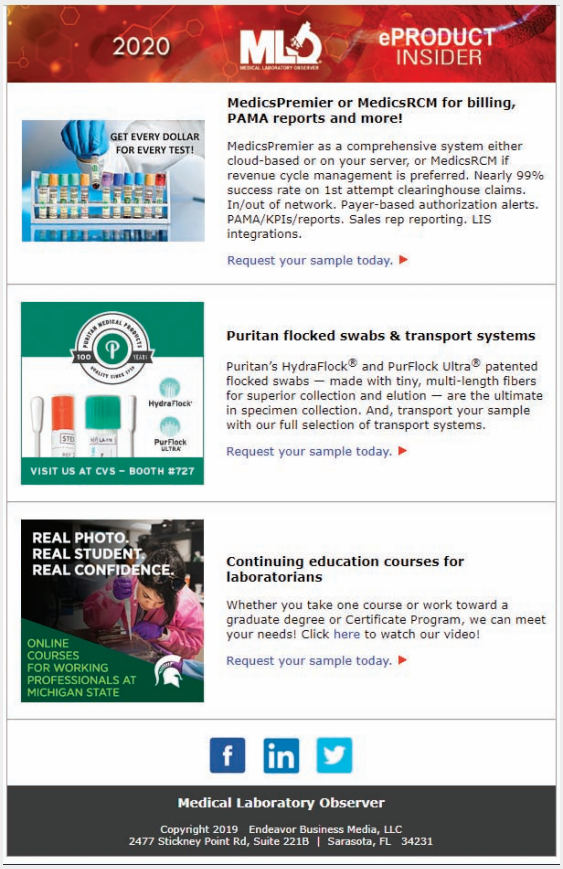
"HOT CLIPS" SPONSORSHIP

A collection of articles focused on one topic each month.
Includes "Sponsored by" link with your logo, headline, and 10 words for LABline. A 300x50 banner for the home page on our website.

- $2,000 gross/month for LABline Hot Clips
- $2,000 gross/month for Website Hot Clips
- $3,000 gross/month for both

JAN: Women's Health
FEB: HIV/Hepatitis
MAR: Diabetes
APR: LIS/Software
MAY: HAI/Sepsis
JUN: MDx
JUL: Blood Banking
AUG: Pathology/AP
SEP: QC/QA
OCT: Sponsor's Choice
NOV: Flu/Respiratory
DEC: Cancer

PRODUCTION SPECS: helpcenter.endeavorb2b.com



ePRODUCT INSIDER

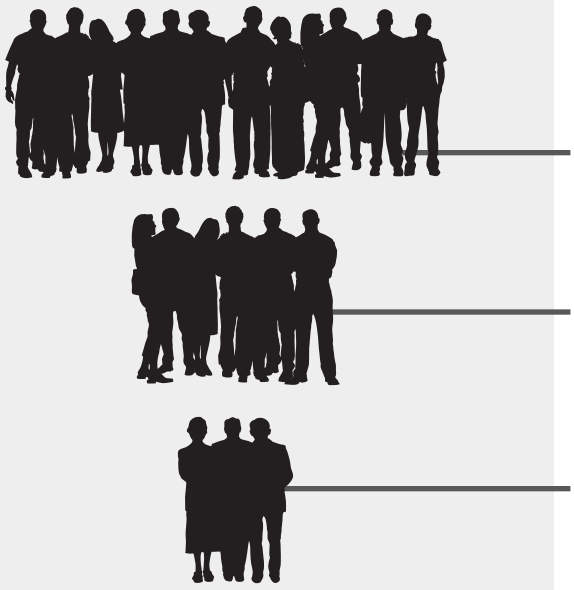
- Features product ads only
- Sent twice per month to 30,000+ subscribers
- Monthly full-contact lead report
- Includes jpeg, gif, or png image (send 300x300 - 72 dpi, up to 6 word headline, 35 words, and URL)
- Top position - add 15%
- Combine ad buys for frequency discounts
- Materials due by 20th of the prior month

MONTHLY GROSS RATES 15% agency discount available

Frequency	1 month	3 months	6 months	12 months
ePRODUCT INSIDER	$1,979	$1,814	$1,705	$1,584

Show Issues: Discount for print advertisers in:
April for CLMA, August for AACC, October for AABB, November for AMP show issues.

Full-page print receives eProduct Insider $792 gross
Fractional print receives eProduct Insider $1,000 gross



LEAD FOCUS

TURNING PROSPECTS INTO PURCHASERS - PLUS LEADS

PHASE ONE
MLO subscribers are presented with a common industry problem via a custom content email and a linked web page.

PHASE TWO
Only subscribers who engage in Phase One are sent the next custom article outlining possible solutions.

PHASE THREE
Those who engage with Phase Two are sent the final custom article describing the Sponsor's solution along with testimonials.

All leads are sent to the Sponsor with the final leads representing the highest quality audience who are ready to purchase.

PRODUCTION SPECS: helpcenter.endeavorb2b.com

WEBINARS WITH LEADS

Increase interest in your service while we build attendance and manage all details of the event.

TURNKEY WEBINAR

- A dedicated editor works with you on the selection of topic, timeline, targeted audience, and recruitment of expert speakers
- A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, optional poll, marketing invites to our audience, rehearsals, execution of the live event, and lead reports
- Post event the asset is hosted by MLO with a gated, dedicated web page and promotional ads encouraging lead generation
- 150 quality leads
- Unlimited royalty-free license of the final asset

CUSTOM SPONSORED WEBINAR

Already have content and speakers but need it produced and executed?

- Provide us with the script, speakers, and PowerPoint slides and we'll provide our editor to moderate the event
- A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, marketing invites to our audience, rehearsals, execution of the live event, and lead reports
- Post event asset hosting by MLO, with a gated, dedicated web page and promotional ads encouraging lead generation
- 100 quality leads

PROVIDER SPOTLIGHT WEBINAR

- Already have a completed webinar but need a new audience to share it with? We'll set up the timing and marketing strategy to get you the leads you need

WHITEPAPERS WITH LEADS

Take your position as a dedicated problem-solver in the lab industry while receiving qualified leads from our audience.

CUSTOM WHITEPAPER

- We supply a dedicated editor for a vendor-neutral 6-7 page paper with approximately 2,500 words
- Collaborate with us on the project's goals, topic, timeline, and up to 3 industry experts for our editor to interview
- Your logo is included on each final page. We host the asset online with a dedicated gated web page and use promotional ads to encourage lead generation
- You'll receive 100 quality leads and unlimited royalty-free license of the final asset

SPONSORED WHITEPAPER

Already have a white paper, but need a qualified audience for awareness and leads?

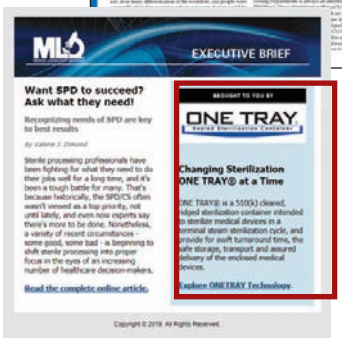
- We promote your asset via email and a gated dedicated web page to capture valuable leads for your sales team

EXECUTIVE BRIEF WITH LEADS

Custom staff-written Q&A article with up to three industry leaders on the topic of your choice. Published in print and on the web and promoted by email, with leads.

SPONSOR RECEIVES

- Involvement in project goals, timeline, selection of questions, and editing of an article with up to 2,500 words
- Dedicated MLO editor throughout the project for ease of collaboration
- Logo on each spread of the article in both print and the digital edition
- "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- 100 full-contact leads
- Unlimited royalty-free license of the final asset



- PRINT
- EMAIL
- WEB

INDUSTRY INSIGHT WITH LEADS

Exclusive sponsorship of an upcoming MLO article published in print and online and promoted by email, with leads.

SPONSOR RECEIVES

- Sole sponsorship of a key feature article of your choice scheduled for an upcoming issue
- Logo on each spread of the article in print and digital edition
- "About the sponsor" company description and logo on a dedicated MLO email introducing the article
- Wallpaper ad surrounding the full article on a dedicated web page for 90 days
- 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- Gated access to our website from promotional ads designed by MLO on our website and e-newsletter
- 100 full-contact leads

ARTICLE SPONSORSHIP WITH LEADS

A current or past MLO article selected by you for exclusive sponsorship online, with leads.

SPONSOR RECEIVES

- "About the sponsor" company description and logo on a dedicated MLO email introducing the article to 5,000 select names
- 970x90 ad and an "About the sponsor" company description with logo on a dedicated MLO web page containing the full article for 90 days
- Gated access to our website and promotional ads designed by MLO on our website and e-newsletter
- Full-contact leads

PRODUCTION SPECS: helpcenter.endeavorb2b.com

DIGITAL eBOOK WITH LEADS

A collection of four articles on one topic, two custom written by our editors and two from you.

If you do not have articles, two will be selected from our content library.

SPONSOR RECEIVES

- Logo on each spread of the eBook
- Two full page ads within the eBook
- An "About the sponsor" section for your company description on the dedicated email introducing the eBook
- Your logo and "About the sponsor" on gated registration page on the MLO website
- 100 quality leads

CUSTOM PODCAST WITH LEADS

A recorded MP3 interview with your senior executive on the topic of your choice and shared online with leads.

SPONSOR RECEIVES

- "About the sponsor" company description and logo on a dedicated email introducing the podcast to select number of names
- 300x250 web ad linked to the podcast for 60 days
- Guaranteed select number of leads

"STATE OF THE INDUSTRY" SPONSORSHIP WITH LEADS

Quarterly feature articles, written by MLO editors, composed of survey results from our subscribers and commentary from our sponsors.

Each article is focused on a different industry segment and appears in print, digital edition, online, and a dedicated email blast, with leads.

"STATE OF THE INDUSTRY" FEATURE STORIES

JAN 2020	IT SOLUTIONS
APR 2020	LABORATORY MANAGEMENT
JUL 2020	DISEASE MANAGEMENT
NOV 2020	MOLECULAR DIAGNOSTICS

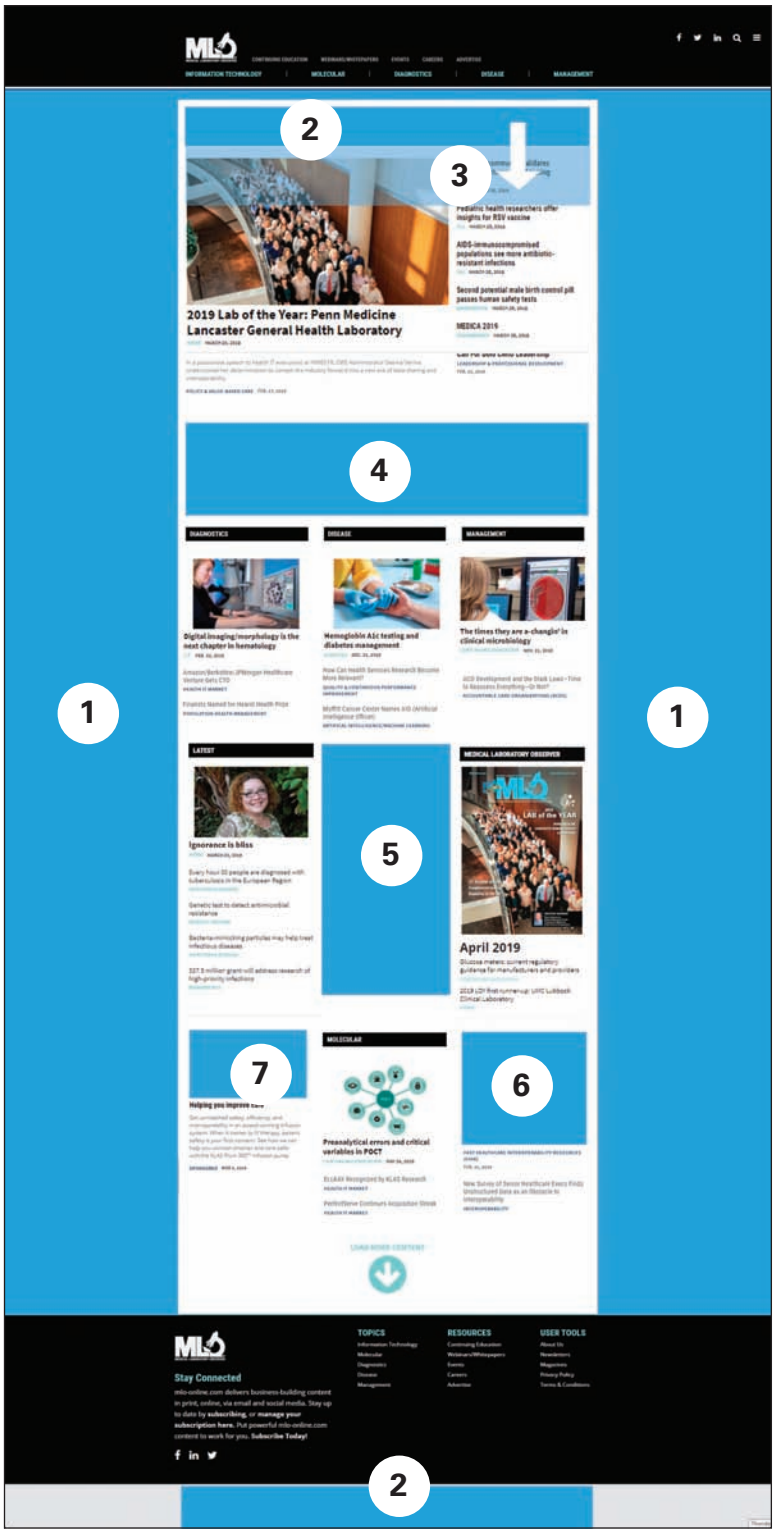
SPONSOR RECEIVES

- Feature article sent to 45,000 print subscribers and 30,000 digital edition recipients
- A third-page sidebar in the article with your logo, article commentary, URL link
- Logo on the web article averaging 103,000 monthly page views
- Logo on the dedicated article email blast sent to 30,000 qualified subscribers
- Leads report

Two packages available:

PACKAGE ONE (with full page ad)
PACKAGE TWO (without full page ad)

STATE OF THE INDUSTRY



MLO-ONLINE.COM

As the number of laboratory vendors continues to expand, gaining brand awareness and engagement is critical. Our new website offers a monthly audience of 55,671* users and growing, as we expand within the marketplace.

Gain maximum exposure with large intuitive ads, able to resize from desktop, to tablet, to mobile. Advertisers are encouraged to submit multiple sizes of ads to take advantage of maximum impressions. Ads re-position automatically on refresh depending on number of impressions and length of campaign purchased.

Opportunities include run-of-site (ROS) or channel-specific pages. Digital programs are customized to your spend levels – talk to your Sales Contact for your CPM or flat rate program. Discounts are available for multiple insertions.

CHANNELS INCLUDE: Information Technology, Molecular, Diagnostics, Disease, Management

1. WALLPAPER - 1658x1058 branding image and 300x250 transparent companion, 728x90 tablet, 300x50 mobile
2. LEADERBOARD PACKAGE - 970x90 desktop, 728x90 tablet, 300x50 mobile
   Two positions: top and footer - also available separately
3. LEADERBOARD PUSH-DOWN PACKAGE - Top position only. 970x90 to 970x415 desktop, 728x90 to 728x315 tablet, 300x50 to 300x250 mobile
4. BILLBOARD PACKAGE - Top position only. 970x250 desktop, 728x90 tablet, 300x50 mobile
5. HALF PAGE - 300x600
6. MEDIUM RECTANGLE | VIDEO AD - 300x250
7. POV (Native X) - Your 16:9 ratio image, headline, 40-255 characters (2 sets of creative for one month)

PRODUCTION SPECS: helpcenter.endeavorb2b.com

* Google Analytics 10/1/18-9/30/19

A HIGHLY ENGAGED & QUALIFIED WEB AUDIENCE [1]

AVERAGE MONTHLY PAGE VIEWS	83,504
AVERAGE TIME ON PAGE	2:60
AVERAGE MONTHLY USERS	46,386

[1] Google Analytics Jul 2018 - Feb 2019

RETARGETING

CUSTOM RESEARCH

What do you need to know? Our audience can answer your questions with a custom research program designed to meet your goals.

EMAIL AND POSTAL LIST RENTALS

Target the highest quality of lab professionals to receive your own message via email or snail mail. Choose names by job function, facility, and/or types of products to purchase from our audited database.
Email $450/M net | Postal $200/M net
Plus $15-$25/M for selects

INDUSTRY BLOG

A 10-week program that shares your blogs on the topic of your choice with our entire digital audience. Send us five blog postings – one every two weeks with your logo and we'll display it on our website and promote in our daily newsletter for 10 weeks.

SPONSORED POV (NATIVE X)

Seamless placement of your image and text alongside our web content provides full access to our engaged audience. Ads are run-of-site with the ability to run two sets of creative so your message stays fresh.

SOCIAL MEDIA RETARGETING

About three-quarters of Facebook users and around six-in-ten Instagram users visit these sites at least once a day. (Pew Research, Jan 2018)

Extend the reach of your MLO web ad by targeting our audience as they browse their Facebook and Instagram feeds.

On average, Facebook/Instagram extension ads receive higher click-through rates since your ad is focused to a qualified audience. One ad size fits both platforms and serves on Facebook's newsfeed, right rail, and on both mobile apps.

FEATURED JOB LISTING

Put your employment needs in front of our extensive MLO web audience to reach the highest quality pool of lab professionals looking for new positions. $.35/word

SOCIAL MEDIA PACKAGE (Metrics June 2019)

Facebook: 3,625 followers
Twitter: 16,300 followers
LinkedIn: 4,340 members

Send your message to our audience on MLO's LinkedIn, Facebook, and Twitter pages. 280 characters, one link.
1x per month: $1,500 gross
4x per month (same content): $3,000 gross

ENDEAVOR BUSINESS MEDIA STANDARD ADVERTISER TERMS AND CONDITIONS

These advertising terms shall apply to all print and digital advertisements ("Advertisements") that are submitted to Endeavor Business Media, LLC and its Affiliates, including, but not limited to Endeavor Healthcare Media I, LLC and Endeavor Healthcare Media II, LLC (collectively "Endeavor"), and which Endeavor accepts for publication. For the purposes of these Terms & Conditions, "Magazine" shall refer to Medical Laboratory Observer, whether print or digital versions. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of these terms and conditions, as may be revised by Publisher from time to time. No terms or conditions in any insertion orders, oral instructions, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher. For purposes of these terms, "Advertiser" means the ultimate customer whose products or services are advertised in the Advertisement as well as any agent, broker, or other intermediary submitting an Advertisement (sometimes referred to separately as "Agency"). For the avoidance of doubt, Advertiser and its Agency, if any, shall be jointly and severally liable to Endeavor for any obligation, including payment, arising under these terms. All advertising and copy is subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time for any reason. These Terms and Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from Publisher, except as specified in a signed contract.

PRINT: Print quality standards are based on SWOP standards and regulations. The Publisher reserves the right to select ad location unless the Advertiser pays for and specifies a special position. Publisher may insert the word "ADVERTISEMENT" or "SPONSORED CONTENT" in any ad that simulates or resembles editorial matter. Advertising requiring additional preparation must be submitted with the insertion order at least one week prior to materials due date. Changes submitted past the due date cannot be guaranteed and are subject to additional charges. Contracts may be canceled by the Advertiser or the Publisher only with advance written notice prior to the closing date of the relevant issue. Cancellations must be in writing and are not considered accepted until confirmed in writing by Publisher. Cancellation or changes in orders may not be made by the Advertiser or the Agency after the closing date of the Publication. Should the Advertiser fail to fulfill the contract terms of frequency rates agreed upon, the Publisher may bill the Advertiser for the difference between the rate paid on previous ads and the rate earned (short rate). Publisher also may bill Advertiser for the value of merchandising credits utilized, but not earned due to the failure to fulfill the contract.

DIGITAL: Digital Products include but are not limited to Website Ads, Custom Digital Content, Whitepapers, e-Newsletter ads, and Webinars. Advertiser acknowledges and agrees that Publisher is the sole owner of any copyright in all ads (including artwork) prepared by the employees or agents of Publisher on behalf of the Advertiser and neither the Advertiser nor any other party is entitled to publish, reproduce or otherwise enjoy the rights in such ads or artwork without prior written permission. All Digital Products are subject to Publisher's final approval. Advertisements posted on websites may be consecutively and positionally rotated with other ads, unless the Advertisers pays for and specifies a special position. Advertiser's or its Agency's digital signature or email approval on the sample of the ad constitutes Advertiser's financial acceptance of the ad and/or Digital Product and suitability for publication. Full payment must be received by Publisher, along with an executed copy of this Agreement, prior to publishing the Digital Product. Digital products are sold as fl at rate only. Publisher makes no representation or warranty, express or implied, as to the efficacy, viewability, or suitability of any Digital Product published/posted by or on behalf of the Advertiser, nor to the effectiveness, or outcome of, or response to such Digital Product, and the Advertiser's liability to pay the fee in full and without deduction shall not be dependent in any way upon such efficacy, outcome of or response to the Digital Product.

CONFIDENTIALITY: Advertiser agrees that all pricing information is confidential. Advertiser further agrees that all the information contained in the leads shall remain confidential and shall not be disclosed or made available for use by any third party through any means including, but not limited to, sale, rental or transfer. In the event of a breach of this confidentiality provision by Advertiser or Agency, Publisher shall be entitled to seek injunctions, both preliminary and final, without bond or security, and such remedies shall be in addition to any other remedies available, including, but not limited to, a claim for damages.

DEADLINES: If materials (including but not limited to copy, artwork, and ad approval) are not received by the due date, Publisher is authorized to substitute available materials or previously run materials in its place or delete the space and charge the Advertiser for the full cost for the space.

PAYMENT: Advertiser agrees to pay the charges specified in the Media Kit for advertising published at their direction. In the event Advertiser default in payment of bills, the Advertiser and Agency, if any, will be jointly liable for all fees and sums of collection, including but not limited to, reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills. Amounts due under this agreement not received from Agency within Publisher's payment terms may be rebilled directly to the Advertiser. This Agreement may not be canceled or terminated by the Advertiser and/or Agency for any reason after the order has been fulfilled. The net amount due is non-refundable. If a credit card is used for payment, Advertiser/Agency agrees that Publisher may charge the amount due to the credit card provided. An Agency commission of fifteen percent (15%) is given to Publisher-recognized agencies if payment is made within the Publisher's payment terms for invoices paid within 30 days. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges. All past-due account balances shall be subject to a one and one-half percent (1.5%) monthly finance charge so long as the amount is outstanding and all invoices past terms shall be subject to a twenty percent (20%) late fee. Unpaid invoices past 60 days are subject to commission forfeiture.

PAYMENT IS NET 30 DAYS. AUTHORITY AND INDEMNITY: Advertiser and Agency, if any, warrants: (a) that it has full power and authority to enter into this Agreement on behalf of Advertiser; (b) that Advertiser has been made aware of and has agreed to its joint and liability hereunder; and (c) that nothing in this Agreement shall be construed to establish a principal-agent relationship between Publisher and Agency. Advertiser assumes sole and full responsibility for the materials provided and content of any Advertisement and shall indemnify Publisher and hold Publisher harmless, including reimbursement of costs and reasonable attorney's expenses, for any claims arising against Publisher including, but not limited to, claims for defamation, libel, rights of privacy, unfair competition, trademark and copyright infringement, that material or advertisement is or is likely to be misleading, deceptive or in violation of any applicable law, regulation, rule, ordinance, order or guideline.

ASSIGNMENT: Publisher may assign any of its rights or obligations under the Agreement to any third party at any time without notice to the Advertiser. Advertiser may not assign any of its obligations hereunder without prior written approval of Publisher. Advertiser must notify Publisher in writing within 7 days of any change of ownership of the Advertiser and fully indemnifies Publisher against any loss or damage suffered by Publisher as a result of such change. The Agreement shall not be amended or any waiver of any term granted except by a document in writing signed by all parties' authorized representative.

ENFORCEMENT: Every dispute concerning the interpretation, effect, or breach of this Agreement shall be governed in accordance with the laws of the State of Florida without giving effect to any choice or conflict of law provision or rule and the parties agree to resolve every dispute related to Advertiser and Publisher's relationship in a competent court located in Sarasota County, Florida. If Publisher is forced to take legal action to enforce or interpret the provisions of this Agreement, including collection of payments due, all costs, including but not limited to, collection fees, reasonable attorneys' fees, travel expenses, court costs, and any post-judgment collection fees shall be the sole responsibility of Advertiser.

ENDEAVOR BUSINESS MEDIA

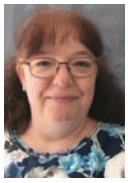
2020

MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969

EDITORIAL CONTACTS

PUBLISHER, EXECUTIVE EDITOR
Kristine Russell
P: 941-259-0854
krussell@mlo-online.com



SENIOR EDITOR
Brenda Silva
P: 772-569-2878
bsilva@mlo-online.com

MANAGING EDITOR
Lisa Moynihan
P: 941-259-0862
lmoynihan@mlo-online.com

SALES CONTACTS

EAST/MIDWEST
(EXCEPT IL)
INTERNATIONAL &
CLASSIFIEDS
Carol Vovcsko
P: 941-321-2873
cvovcsko@mlo-online.com

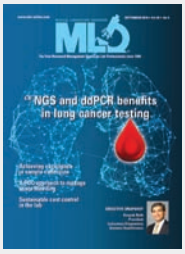
WEST/SOUTH/ILLINOIS
Lora Harrell
P: 941-328-3707
lharrell@mlo-online.com

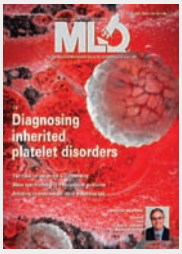
SERVICES

AD CONTRACTS &
LIST RENTALS
Laura Moulton
lmoulton@mlo-online.com
P: 941-259-0859

AD MATERIALS &
REPRINTS
Norma Machado
P: 941-259-0856
nmachado@mlo-online.com

WWW.MLO-ONLINE.COM/SUBSCRIBE





ENDEAVOR BUSINESS MEDIA

ENDEAVOR BUSINESS MEDIA 2477 STICKNEY POINT ROAD SUITE 221B SARASOTA, FL 34231 P: 941-388-7050