

## BONUS: SEPTEMBER PRINT AD STUDY WITH LEADS

Our most popular Added Value ... offered only in February and September



- Leads!
- Custom report
- Verbatim comments on your ad
- Statistical comparisons

Evaluate your ad campaign's effectiveness. Measure your ad against other ads for Actions Taken, Noticeability, Information Content, and Traits Reinforced.

All full-page ads in September qualify for this FREE BONUS, so reserve NOW!

## SAMPLE OF SIGNET REPORTING

Page	Took Action (Net)	Visit an Advertiser's Website*	File for Reference*	Discuss ad with Others*	Contact Advertiser, Dealer, or Representative*	Purchase or Consider Recommending/Specifying Products/Services*
19	51%	21%	19%	13%	2%	3%
31	46%	20%	18%	18%	4%	3%
46-47	44%	20%	12%	16%	6%	4%
13	44%	18%	16%	17%	1%	4%
51	44%	19%	15%	17%	5%	6%

## SEPTEMBER EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: Flu/Respiratory including SARS-CoV-2 testing
- ▶ Controls/Reagents
- ▶ Utilization of Supplies & Equipment
- ▶ Breast & Ovarian Pathology
- ▶ Hemostasis
- ▶ Specimen Collection
- ▶ Exclusive Molecular Diagnostics Series: Antibodies (SARS-CoV-2)
- ▶ FREE PRODUCT FOCUS: Rapid Testing  
To submit content, contact Brenda at [bsilva@mlo-online.com](mailto:bsilva@mlo-online.com)

FULL PAGE BONUS: Clinical Spotlight in print. Send us your headline, 35 words, and image

RESERVE BY **August 3** MATERIALS BY **August 6**



2020 PLANNER

Media Kit

Calendar

Lead Gen

## NEW DIGITAL &amp; PRINT OPPORTUNITIES

- ▶ COVID-19 email sponsorship - sponsor our daily COVID news updates - sent 2x/month
- ▶ Q+A video interview with an MLO Editor to post online
- ▶ Full-page advertorial - your one page article included within the print issue
- ▶ "Polybagged for your Protection" - single ad sheet enclosed with print issue to 45,000+
- ▶ eBook - your materials combined into a custom digital edition emailed to 45,000+



## SHOW &amp; TELL

A virtual meeting place

Engage the MLO audience with your latest products and services in our new custom platform, SHOW & TELL, where you can communicate virtually 24/7 with potential buyers.

Receive a dedicated web page for all your sales materials. Your SHOW & TELL page remains live for 90 days and is promoted by MLO through the daily LABline eNewsletter, spotlight blasts to a targeted audience, web ads reaching 55,000 average monthly users, and ads in the monthly MLO magazine with a pass-along readership of 108,000 to get the branding and exposure you need now!

View SHOW &amp; TELL platform

SUBMIT YOUR ARTICLES TO MLO EDITORS

Brenda Silva, Senior Editor [bsilva@mlo-online.com](mailto:bsilva@mlo-online.com)Linda Wilson, Managing Editor [lwilson@mlo-online.com](mailto:lwilson@mlo-online.com)

## CONTACT US TO GET STARTED

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