

2021



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for Lab Professionals since 1969

Sponsor our quarterly survey feature in November

STATE OF THE INDUSTRY

The November issue debuts the fourth in our 2021 exclusive series of MLO articles featuring survey results on the State of the Industry: **"Molecular Diagnostics"**

Sponsor the November **State of the Industry** section to receive these benefits: Your full page ad appears within the special section in **print**, the **digital edition**, and the "Molecular Diagnostics" **eBook**, emailed to our audience and posted on MLO's White Papers tab along with your sponsorship logo. Contact your sales rep to reserve your spot.

NOVEMBER EDITORIAL PREVIEW

All print ads also appear in the November digital edition and include company web links in two issue announcement emails.

- ▶ **Continuing Education Feature:**
NEW Vitamin D + COVID-19
- ▶ *Just added:* Mass Spectrometry + COVID-19
- ▶ Automation
- ▶ HPV
- ▶ Influenza + COVID-19
- ▶ *Just added:* Immunohistochemistry
- ▶ State of the Industry: Molecular Diagnostics
- ▶ **FREE PRODUCT FOCUS:** Hematology Analyzers
Submit content to Marisa Williams at mwilliams@mlo-online.com

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

COVERAGE: AMP Nov 18-20 Philadelphia

RESERVE BY **October 1** | MATERIALS BY **October 7**

SUBMIT YOUR ARTICLES TO MLO SENIOR EDITOR:
Linda Wilson at lwilson@mlo-online.com



2021 PLANNER

Media Kit

Calendar



CONTACT US TO GET STARTED

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