

THE PEER-REVIEWED MANAGEMENT SOURCE FOR LAB PROFESSIONALS SINCE 1969

Analytics  
Analyzers  
Antimicrobial Resistance  
Assays  
Autoimmune  
Automation  
Biomarkers  
Blood Banking  
Cancer  
Chemistry  
Coagulation  
Controls/Reagents  
Diabetes  
Drugs-of-Abuse Testing  
Flu/Respiratory  
Hematology  
IHC  
Infectious Disease  
Lab Management  
LIS  
Mass Spectrometry

Men's Health  
Microbiology  
Molecular Diagnostics  
Next Generation Sequencing  
Pathology  
PCR  
Pharmacogenomics  
POCT  
QC/QA  
Radiology  
Regulations  
Salary Survey  
SARS-CoV-2  
Sepsis  
Software  
State of the Industry  
STIs  
Urinalysis  
Virology  
Women's Health

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Kristine has been leading healthcare publications for 30 years, directing editorial content, events, newsletters and innovative digital platforms. She has extensive experience in all facets of media delivery and targeted marketing.

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Gail holds a master's degree in English Literature and Writing | Rhetoric from Rhode Island College. She has over twenty years of experience teaching writing and research skills. More recently, she has written and edited healthcare policies and procedures.

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Consultant at Dan the Lab Safety Man and Safety Officer  
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## 161,139

Average Monthly Audience

MAGAZINE  
**45,912**

ENEWSLETTER  
**38,309**

WEBSITE  
**72,589**

SOCIAL  
**4,329**

## DECISION MAKERS

**39%**

LAB DIRECTOR

Lab Manager | Administrator | Supervisor | Section Manager  
Dept. Head | POL Group Practice Manager | Administrator  
MA | Nurse

**14%**

Chief | Asst. Chief Medical Technologist | MLT | MLS

**17%**

Pathologist | Physician

**12%**

Director | Manager Radiologist | Imaging

**10%**

POCC/POCT Coordinator | Compliance | QA Coordinator | Manager  
Educator | Dept. Chair | Faculty | Phlebotomist | Nurse | Other

**5%**

Clinical Chemist | Microbiologist | Hematologist

**2%**

Hospital Admin. | Owner | Officer | Purchasing

**1%**

LIS | EMR | EHR Manager

## PURCHASING STRENGTH

**88%**

of the audience are involved in the purchasing process



## DIAGNOSTIC LAB FACILITIES

**81%** Hospital Lab | Independent Lab Group Purchasing Organization

- 7% Group Practice Lab | Physician's Office Laboratory
- 3% Government and Public Health Lab
- 3% Biomedical Industrial Lab
- 3% Medical School | Med Tech | CLS Ed Programs
- 2% Home Health Care Agency | Long Term Care Facilities
- 2% HMO/PPO | ACO-Accountable Care Organization
- 1% Other
- 1% Blood Bank
- 1% Free Standing Emergency Center/Amb Care Center
- 1% Urgent Care/Minute Clinic

## PRODUCTS THEY RECOMMEND, SPECIFY, OR BUY

Barcode/Patient ID Systems  
Blood Bank Supplies Blood | Collection Devices  
Centrifuges  
Certification and Education Programs  
Chemistry Analyzers/Instruments  
Chemistry, Reagents and Test Kits  
Coagulation Analyzers  
Coagulation, Reagents and Test Kits  
Cytology/Histology, Tests and Instruments  
Diagnostic Equipment and Instruments  
Diagnostic Testing Services  
Disinfectants and Sterilants  
Employment | Staffing Services  
Flow Cytometry Instruments and Test Kits  
Genetic Testing, Reagents, Test Kits, and Instruments  
Hematology Analyzers  
Hematology, Reagents, Test Kits, and Controls  
Imaging Systems  
Infectious Disease, Test Kits  
Lab Automation Systems  
Lab Furniture and Lighting

LIS Software  
Microbiology, Media, Reagents, Test Kits | Instruments  
Microscopes/Digital Cameras  
Molecular Biology, Reagents, Test Kits/ Instruments  
Point-of-Care Testing  
Protective Apparel | Gloves  
Rapid Tests  
Reference Lab Testing Services  
Refrigerators | Chillers | Temperature Monitors  
Safety Products  
Slide Makers and Stainers  
Specimen Collection Needles | Tubes | Containers | Identification Products  
Specimen Transport  
Urinalysis, Reagents, Test Kits, and Instruments  
Waste Management and Disposal Products  
Water Purification Systems  
Oncology Testing Products  
Mass Spectrometry





## 121,709

Magazine print readers with Pass-Along

**71%** are involved with their lab's purchasing process.

**46%**

discover new products  
in print media



**54%**

discover new products  
in digital media

**94%** utilize the monthly MLO CE articles & CEU tests.

### MLO OFFERS EXCLUSIVE READERSHIP

<b>15,216</b>	do not read <i>CAP Today</i>
<b>29,580</b>	do not read <i>Clinical Lab News</i>
<b>31,085</b>	do not read <i>Clinical Lab Products</i>
<b>31,896</b>	do not read <i>Lab Manager</i>
<b>36,877</b>	do not read <i>Medical Lab Management</i>

### AD IMPACT

**60%** are influenced by a company's ad in MLO, being more likely to inquire or consider the company during product evaluations.

**71%** have shared MLO articles or ads with their lab peers.

**57%** are more likely to click on a digital ad after seeing the advertiser's ad in MLO magazine.

### ENGAGED AUDIENCE

**91%** have received MLO for more than 3 years.  
67% of respondents have received MLO for 10 years or more...  
a highly loyal and experienced audience!

**79%** read at least 3 out of 4 issues of MLO.

**39** minutes is the average time spent with each issue of MLO.

### DIGITAL INFLUENCE

**87%** responded that [www.mlo-online.com](http://www.mlo-online.com) is somewhat or very useful.

**88%** find LABline, MLO's daily eNewsletter, somewhat or very useful.

**88%** state that the MLO monthly eProduct Insider email is somewhat or very useful.

**87%** expect their budgets to increase or remain the same.

# 2022 EDITORIAL CALENDAR

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	INFECTION DIAGNOSTICS	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	FULL PAGE AD BONUS & SHOW COVERAGE
JAN	C. Difficile	Toxicology	Lab Safety	Urinalysis & Body Fluids	AI/ML in the Lab	QA/QC	Inflammatory Syndrome & COVID-19	Assays	Social Media Message
FEB	HbA1C	Chemistry	LIS/EHR	HIV	Flu	Sepsis	Prenatal Testing/ Newborn Screening	Antibody Tests	<a href="#">Semi-Annual Signet Ad Study</a>
MAR	Infectious Disease Tracking	Gastroenterology	Salary Survey	HAIs	Certification Ready	State of the Industry: Clinical Data	Long-Haul COVID-19 Testing	Vitamin D	HIMSS'22: Mar 14-18, Orlando MLO Online Forum: Mar 23 60% off eProduct Insider ad Clinical Spotlight: 35 words & image
APR	Cardiac Biomarkers	Diabetes	Lab of the Year	Hematology	Revenue Cycle Management	Employee Retention	Autoimmune Diagnostics	Variant Testing	CLMA: TBD AACR: Apr 9-13, New Orleans EWC: TBD Clinical Spotlight: 35 words & image
MAY	Women's Health	Antimicrobial Resistance	Supply Forecasting & Handling	Cross Contamination	Cost of Errors	State of the Industry: Best Practices in Lab Management	Next Generation Sequencing (NGS)	Specimen Collection	ASM-Clinical Virology Symposium: May 1-4, West Palm Beach APHL: May 17-20, Cleveland Clinical Spotlight: 35 words & image
JUN	COVID-19 Update	Liquid Biopsies	Analyzers	Microbiology	POCT	PPE	Immuno-Oncology Assays	New Products	ASCO: Jun 3-7, Chicago ASM: Jun 9-13, Washington DC ASCLS-AGT-SAFMLS: Jun 26-30, MI MLO Online Forum: Jun 22 Clinical Spotlight: 35 words & image
JUL	Endocrinology	Inflammatory Disease Testing	Lab Safety	Group B Strep	Informatics	Developing QC Practices	Genomic Profiling	Table Top Testing	AACC Preshow Issue 60% of eProduct Insider ad Social Media message
AUG	POCT	Cell Therapies	State of Industry: Disease Management	Flow Cytometry	COVID-19	Phlebotomy	Mass Spectrometry	Coagulation Analyzers	AACC Show Issue: Jul 24-28, Chicago Clinical Spotlight: 35 words & image
AUG	CLR 2022-2023 ANNUAL BUYERS GUIDE print, digital edition, online, industry shows CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad								
SEP	Flu/Respiratory	Controls & Reagents	Automation	Virology	Diabetes	Biomarkers	Genetic Disease Testing	Immunoassay Analyzers	<a href="#">Semi-Annual Signet Ad Study</a> ASCP: Sep 7-9, Chicago
OCT	Blood Pathogens	STIs	Specimen Collection	Plasma & Platelets	Data Management	Immunohistochemistry	Colorectal Cancer	AACC Round-Up	AABB: Oct 1-4, Orlando Clinical Spotlight: 35 words & image
NOV	Reducing Lab Errors	Allergy Testing	Lab Safety	Flu	Reimbursements	Microbiology	State of the Industry: Molecular Diagnostics	Chemistry Analyzers	AMP: Nov 3-6, Phoenix MLO Online Forum: Nov 15 Clinical Spotlight: 35 words & image
DEC	Antibody Testing	Drugs of Abuse	Lab Innovators	Sepsis	QC/QA	Pharmacogenomics	Rapid Testing	LIS Product Guide	MEDICA: Dusseldorf Social Media Message

**45.9K+**

100% Audited  
Print Subscribers

**121K+**

Print Reach  
with Pass-along

**91%**

Received MLO for  
3 years or more

**79%**

Read 3  
out of 4 Issues

Source: Reader Profile Study  
July 2020



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

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
Spread	\$11,458	\$11,114	\$10,781	\$10,457	\$10,144	\$9,839	\$9,544	\$9,258
Full	\$ 5,855	\$ 5,728	\$ 5,603	\$ 5,472	\$ 5,243	\$5,090	\$4,962	\$4,859
2/3	\$ 4,453	\$ 4,350	\$ 4,238	\$ 4,117	\$ 3,991	\$3,838	\$3,689	\$3,643
1/2 lsl	\$ 4,071	\$ 3,996	\$ 3,887	\$ 3,790	\$ 3,707	\$3,625	\$3,562	\$3,515
1/2	\$ 3,242	\$ 3,179	\$ 3,092	\$ 3,002	\$ 2,925	\$2,816	\$2,765	\$2,727
1/3	\$ 2,485	\$ 2,415	\$ 2,358	\$ 2,304	\$ 2,255	\$2,199	\$2,166	\$2,145
1/4	\$ 1,905	\$ 1,866	\$ 1,813	\$ 1,758	\$ 1,729	\$1,688	\$1,657	\$1,632
1/6	\$ 1,578	\$ 1,530	\$ 1,485	\$ 1,440	\$ 1,404	\$1,355	\$1,314	\$1,281
1/8	\$ 1,195	\$ 1,159	\$ 1,124	\$ 1,090	\$ 1,063	\$1,026	\$ 995	\$ 970

COLOR	AD	SPREAD	COLOR	AD	SPREAD
2 Color-standard	\$615	\$1,135	3 or 4-color process	\$1,150	\$2,000
2 Color-PMS	\$915	\$1,525	Metallics	\$1,200	\$1,970

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

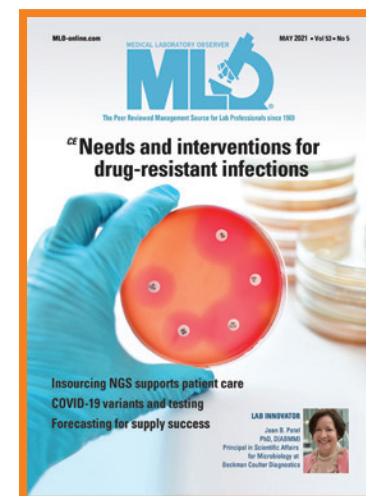
## COVERS & SPECIAL POSITIONS

- ▶ 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
- ▶ 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:**  
<http://helpcenter.endeavorb2b.com>

## STATE OF THE INDUSTRY

Sponsor our exclusive MLO research results on a specific topic, published four times in 2022.

Take a leadership position for the featured topic with your brand featured in print, online and email.

*Includes: Your full page ad in print and digital edition plus your logo on the State of Industry eBook emailed to the entire MLO audience.*

**MARCH:** Data Analytics

**MAY:** Best Practices in Lab Management

**AUGUST:** Disease Management

**NOVEMBER:** Molecular Diagnostics

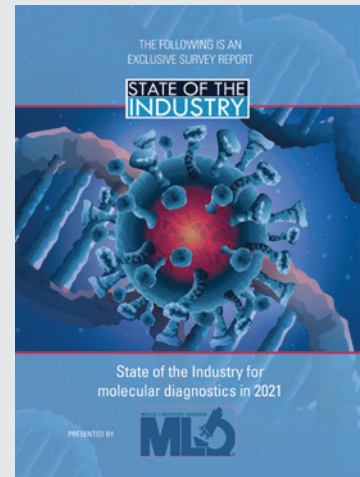
### WAYS TO PARTICIPATE

- ▶ A full page display ad inserted within the survey results article in print and digital edition.
- ▶ A custom full-page Q&A article with 5-6 questions included within the survey results article in print and digital edition. Our editors work with your subject matter with production done by MLO. Lead time: 2 months.
- ▶ Both options above at a discounted rate that can appear as a spread or individually within the report.

### SPONSORS RECEIVE

- ▶ Sponsor logo included on the State of the Industry eBook cover and email promotion.
- ▶ Full analytics report of opens, clicks, impressions from the email, digital edition and web article.

Sample of the  
November 2021  
State of the Industry  
report eBook:



[CLICK TO VIEW](#)

**STATE OF THE  
INDUSTRY**

# 2022 LAB of the YEAR



## CALL FOR ENTRIES

MLO's Lab of the Year (LOY) award coincides with National Medical Laboratory Professional Week and allows medical laboratories to demonstrate their contributions to quality patient care. Submissions will be judged on measurable achievements in six areas. A panel of judges selected from MLO's Editorial Advisory Board will review all submissions to select the winner and two runners-up, all of whom will be featured in the April 2022 issue of MLO. At the time of their notification, winning laboratories will be asked to submit photographs according to an electronic standards format.

**Submissions due by Monday, JANUARY 10, 2022**

Send submissions to: [lwilson@mlo-online.com](mailto:lwilson@mlo-online.com)

### RULES TO NOMINATE YOUR LAB:

All nominations must be original and exclusive to MLO and not have been submitted – either original or edited – to any other publication or online media outlet currently or within the previous year. Nominations for the MLO Medical LOY Award 2022 will be accepted only from employees of the laboratory system; utilizers of the laboratory's services; and its non-vendor affiliates.

Nominated organizations must be willing to share information regarding annual performance. For the nomination, highlight as many specific, measurable achievements and goals that were met over the past year.

Submissions must include the following nominee information: (a) Name, (b) Address, City, State and Zip, (c) Telephone number and (d) Email address AND the following nominated

laboratory information: (a) Institution name, (b) Address, City, State and Zip, (c) Telephone number, (d) Email address, (e) Number of full-time equivalents, (f) Scope of responsibilities, and (g) Size of facility, number and types of tests performed.

### ENTRIES WILL BE JUDGED ON THE FOLLOWING AREAS:

**Customer service** How the laboratory has handled lab tests and distribution of the results for internal customers, such as hospitals, physicians as well as patient safety and outcomes. **Productivity** – How the laboratory has increased output, improved service levels, and enhanced quality, cost savings and patient benefits. Has the use of technology helped contribute to productivity improvements?

**Teamwork** How well laboratory staff members work together; how they work to make the group greater than the sum of its parts.

**Education and training** How well the laboratory prepares staff to do a safe, cost-effective, efficient job; how well it prepares members for career advancement. Do you have quality control measures and standards in place or an individualized QC plan program?

**Strategic outlook** Does the department have a strategic plan? What does it entail? What are its elements of innovation, creativity and originality?

**Lab inspections** What are the results of your laboratory inspections and/or accreditations?

Please note there are no limits on the length of your entry. It is helpful to document any claims made. Documentation can include charts, PowerPoint presentations, Word docs, Excel spreadsheets, photos, etc.

**FOR MORE INFORMATION** contact Linda Wilson at [lwilson@endeavorb2b.com](mailto:lwilson@endeavorb2b.com)



List your company, products, and services in 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 MLO magazine subscribers ... plus conference attendees throughout the year.

## COMPANY LISTING INCLUDES

- ▶ Web listing of your color logo, 100 words, your contact information, and list of products... cross-referenced and searchable three ways by:
  1. Company    2. Test    3. Equipment, Products, Services
- ▶ CLR print edition, mailed to 45k+ MLO subscribers in August
- ▶ The CLR digital edition is emailed to 45k+ subscribers and remains online all year at both [mlo-online.com](http://mlo-online.com) and [clr-online.com](http://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/password, your Sales Contact will email them to you so you can make changes 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 print advertisers receive FREE 5" listing + 30% off additional ad in MLO August issue.

# ARTICLE SPONSORSHIPS=LEADS

## EXECUTIVE BRIEF WITH LEADS

Exclusive sponsorship of a *custom staff-written* Q&A article with up to three industry leaders on the topic of your choice, published in print and online, with leads.

### SPONSOR RECEIVES

- ▶ Involvement in project goals, timeline, selection of questions, and editing of an article with up to 2,500 words by a dedicated MLO editor
- ▶ 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 to selected 5,000 names
- ▶ Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- ▶ 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 article for 90 days
- ▶ Full-contact lead report
- ▶ Unlimited royalty-free license of the final asset

## 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 to selected 5,000 names
- ▶ Gated access on our website and promotional ads designed by MLO for our website and eNewsletter
- ▶ 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
- ▶ Full-contact lead report

## ARTICLE SPONSORSHIP WITH LEADS

Exclusive sponsorship of a *current or past* MLO article selected by you, promoted online, with leads.

### SPONSOR RECEIVES

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



PRODUCTION SPECS:  
<http://helpcenter.endeavorb2b.com>

## TURNKEY WHITEPAPER

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

### SPONSOR RECEIVES

- ▶ A dedicated MLO editor for a vendor-neutral 6 to 7 page asset with approximately 2,500 words.
- ▶ Collaboration on the project's goals, topic, timeline, and up to 3 industry experts for our editor to interview.
- ▶ Your logo included on each final page.
- ▶ Asset is hosted online with a dedicated gated registration page for 90 days.
- ▶ Your logo and "About the sponsor" on gated registration page on the MLO website.
- ▶ Registration invites sent to MLO audience of selected 5,000 names.
- ▶ Marketing online and in eNewsletter to push lead registration.
- ▶ Report with full-contact quality leads.
- ▶ Unlimited royalty-free license of the final asset.

## CUSTOM WHITEPAPER

Already have a completed whitepaper, but need a high-quality audience?

### SPONSOR RECEIVES

- ▶ Asset is hosted online with a dedicated gated web page for 90 days.
- ▶ Your logo and "About the sponsor" on gated registration page on the MLO website.
- ▶ Registration invites sent to MLO audience of selected 5,000 names.
- ▶ Marketing online and in eNewsletter to push lead registration.
- ▶ Report with full-contact quality leads.



## DIGITAL eBook WITH LEADS

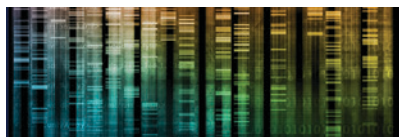
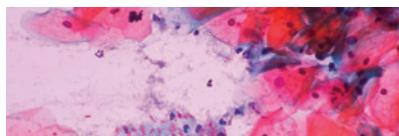
A collection of 4 articles on one topic, two custom written by our editors and two from you.

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

### SPONSOR RECEIVES

- ▶ Logo on each page of the eBook.
- ▶ Your two full-page ads within the eBook.
- ▶ Asset is hosted online with a dedicated gated registration page for 90 days.
- ▶ Your logo and "About the sponsor" on gated registration page on the MLO website.
- ▶ Registration invites sent to MLO audience of selected 5,000 names.
- ▶ Marketing online and in eNewsletter to push lead registration.
- ▶ Report with full-contact quality leads.
- ▶ Unlimited royalty-free license of the final asset.

# 2022 ONLINE VIDEO FORUMS=LEADS



**MARCH 23**

“Technology & Trends in the  
Clinical Lab”

**JUNE 22**

“Best Practices & Industry  
Updates”

**NOVEMBER 15**

“Molecular Diagnostic &  
COVID-19 in the  
Future Clinical Lab”

**TAKE A SPONSORSHIP POSITION** in this partial-day online event which is also on-demand for 90 days. Share your video presentation in one of the main sessions in our MLO’s Forum for clinical lab professionals! Molecular Diagnostics Forum for clinical lab professionals! In the opening session, MLO’s editors examine data gathered from our exclusive State of the Industry reports on various topics exploring trends in the clinical laboratory, followed by break-out sessions focused on relevant educational and industry solutions.

## **ALL SPONSORS RECEIVE:**

- ▶ 90 days posting of the Forum on mlo-online.com
- ▶ Full promotion by MLO before and after the Forum to generate high traffic and quality leads
- ▶ Lead report the day after the Forum and updated reports up to 90 days post-event
- ▶ Royalty-free use of the presentation

## **SILVER SPONSORS ALSO RECEIVE:**

- ▶ Share your pre-recorded 15-minute video focused on your product/promotion/educational session
- ▶ Contact leads from all of the Forum registrants
- ▶ If you don’t have an existing product video, we’ll develop one using your key opinion leader (+\$1,500)

## **GOLD SPONSORS ALSO RECEIVE:**

- ▶ Share your pre-recorded 15-minute video focused on your product/promotion/educational session
- ▶ Full page Forum Recap developed from your presentation by our editors and published in MLO magazine, Digital Edition, and mlo-online.com
- ▶ Royalty-free use of the Forum Recap
- ▶ Contact leads from all of the Forum registrants
- ▶ If you don’t have an existing product video, we’ll develop one using your key opinion leader (+\$1,500)

**VIEW FORUM WEBSITE**



## TURNKEY WEBINAR

Engage our audience with your product or service while we manage *all* the details of the event.

### SPONSOR RECEIVES

- ▶ A dedicated MLO editor helps you select the topic, timeline, targeted audience, and recruitment of key opinions speakers.
- ▶ A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, optional poll.
- ▶ Registration invites sent to MLO audience, linked to a gated registration page.
- ▶ Rehearsals, execution of the live event, and on demand production.
- ▶ Post event, the asset is hosted by MLO with promotional ads encouraging continuing engagement from registrants for 30 days.
- ▶ Quality leads report.
- ▶ Unlimited royalty-free license of the final asset.

Lead time: 3-4 months

## CUSTOMIZED WEBINAR

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

### SPONSOR RECEIVES

- ▶ Sponsor provides us with the script, speakers, and PowerPoint slides. We provide an MLO editor to moderate the event.
- ▶ A dedicated manager works with the MLO editor to facilitate PowerPoint slides, the final script, optional poll.
- ▶ Registration invites sent to MLO audience, linked to a gated registration page.
- ▶ Rehearsals, execution of the live event, and on demand production.
- ▶ Post event, the asset is hosted by MLO with promotional ads encouraging continuing engagement from registrants for 30 days.
- ▶ Quality leads report.
- ▶ Unlimited royalty-free license of the final asset.

Lead time: 1-2 months

## WEBINAR

Have a finished webinar, but need a high-quality audience?

### SPONSOR RECEIVES

- ▶ We'll set the timing and marketing strategy to get you the leads you need.
- ▶ Registration invites sent to MLO audience, linked to a gated registration page.
- ▶ Post event, the asset is hosted by MLO with promotional ads encouraging continuing engagement from registrants for 30 days.
- ▶ Quality leads report.

Lead time: 1-2 weeks



Bring your solution to life with our platforms and proven techniques in video to generate engagement and deliver lead quality and quantity for any budget.

## QUICK CHAT

Video in a short 10-15 minute format of Q&A between our editor and your customer representative and/or end-user. Perfect for product introductions, single solutions and brand updates.

*Includes: Production, moderator, promotional program, contact leads and engagement report*



## ROUNDTABLE

Casual 30-minute format with single sponsor chatting with your 8-12 customers on the topic of choice. Great for insight, real-world solutions and new ways to resolve industry challenges.

**Optional:** Happy Hour Event with a bottle of wine sent to participants prior to event

*Includes: Production, promotional program, engagement metrics, contact lead report and optional coordination of incentive sent prior to event*



## IN-ARTICLE VIDEO

Place your video message within the editorial content on our website. This solution delivers a much higher than average click-through rate and delivers engagement report to track views.

*Includes: Positioning within website and engagement report of impressions/clicks only*



**172,208**

Average Monthly  
Page Views

**80,918**

Average Unique  
Monthly Users

**200,279**

Average Monthly  
Ad Impressions

Google Analytics  
9/20-8/21



MLO-ONLINE.COM delivers maximum engagement and exposure with large intuitive ads and rich media across all devices.

Opportunities include run-of-site or channel-specific pages.

Ads reposition on refresh depending on number of impressions and length of campaign.

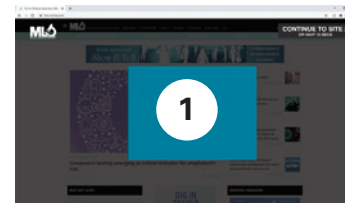
Digital programs are customized to your spend levels and discounts are available for multiple insertions.

Sponsorships of individual channel pages are available.

## CHANNELS INCLUDE

Information Technology  
Molecular  
Diagnostics  
Disease  
Management

PRODUCTION SPECS:  
<http://helpcenter.endeavorb2b.com>



### 1 WELCOME AD

640x480 desktop + 300x416 or 300x250 mobile

### 2 RESKIN - WALLPAPER

1658x1058 branding image + 300x250 transparent text message  
(Center content is 1300 px wide + 290 px deep bottom)

### 3 LEADERBOARD

970x90 + 728x90 + 320x50 mobile

### 4 STICKY LEADERBOARD

Footer position, remains on scroll  
970x90 + 728x90 + 320x50 mobile

### 5 PUSH-DOWN

970x90 to 970x415 desktop +  
320x50 to 320x415 mobile

### 6 BILLBOARD PACKAGE

970x250 + 300x250 mobile

### 7 HALF PAGE 300x600

### 7 EXPANDING 300x600

300x600 + 600x600 (no mobile)

### 8 MEDIUM RECTANGLE 300x250

### 8 EXPANDING 300x250

300x250 to 600x250 (no mobile)

### 8 IN-BANNER VIDEO

Header: 280x70 + Video: 16:9 ratio  
MP4, Youtube, VAST tags

### 9 NATIVE (no third party tags)

1280x720 or 16:9 ratio image, headline 75 characters, content 250 characters



44K+

## LABline Reach

8%

## Average Daily Open Rate

9.6%

## Average CTR

## Olytics

9/20-11/21



**LABline**

LABline is deployed daily Monday-Saturday. Advertisers receive a monthly report with impressions and clicks.

*Sizes offered: 600x100, 300x250, or text ad with image, headline, 35 words, URL*

## LABline HOT CLIPS

Collection of previously published articles  
focused on one topic each month.

*Includes: your logo, headline, and 10 words for LABline.*

*Optional: 300x250 banner on MLO website*

These Hot Clips topics can be customized:

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:

**<http://helpcenter.endeavorb2b.com>**

**LABline**  
DAILY NEWSLETTER

**MLO**  
Medical Laboratory Observer

The First International Magazine  
for Lab Professionals since 1985

July 16, 2020

# BANNER AD    600 x 100

## Experimental COVID-19 vaccine safe, generates immune response

An investigational vaccine, mRNA-1273, designed to protect against SARS-CoV-2, the virus that causes coronavirus disease 2019 (COVID-19), was generally well tolerated and prompted neutralizing antibody activity in healthy adults, according to interim results published in *The New England Journal of Medicine* (NEJM).

[Read more at MLO](#)

BOX AD  
300 x 250

BOX AD  
300 x 250

## BD supports U.S. government efforts to increase COVID-19 testing capacity with POC tests

BD (Becton, Dickinson and Company) has announced a commitment from the U.S. Department of Health and Human Services (HHS) to purchase BD diagnostic solutions in expanding access to rapid point-of-care testing (POCT) for COVID-19 through a broad, decentralized network of testing instrumentation.

[Read more at MLO](#)

TEXT AD  
IMAGE

### Advancing HPV testing and laboratory capabilities.

The BD OncoPrint™ HPV Assay provides enhanced high-risk HPV genotyping results beyond 16/18 in a single run, positioning your lab to adapt to evolving screening guidelines and to provide timely, comprehensive data to clinicians.

[Read more at BD Diagnostics](#)

## Roche and Summit Cancer Centers to collaborate for more personalized cancer care

Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.

[Read more at MLO](#)

# BANNER AD    600 x 100

## Roche and Summit Cancer Centers to collaborate for more personalized cancer care

Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.

[Read more at MLO](#)

LOGO

### VIROTROL & VIROCLEAR SARS-CoV

Quality controls for total IgG/IgM and IgG antibodies to SARS-CoV-2 research assays.

Click on the links below to discover the top [MLO](#) Articles on Quality Control.

- Reducing errors in the clinical laboratory
- Laboratory quality control – from error detection to risk management
- Launching a successful cost of poor quality project
- “Trusted Care” leads to zero harm at Travis AFB Clinical and Pathology Lab

## AXIM Biotechnologies unveils rapid test for neutralizing antibodies, files Pre-BUEA with FDA

AXIM Biotechnologies, an healthcare solutions company focused on oncological research, has announced the development of NeuCovix, a rapid diagnostic test measuring levels of functional neutralizing antibodies that are believed to prevent SARS-CoV-2 from entering the host cells, according to a press release from the company.



[Read more at MLO](#)

eProduct  
INSIDER

Share your product with a relevant, engaged audience each month. This product-only newsletter reaches our entire opt-in newsletter database with advertisers receiving a monthly report of impressions and clicks.

**Show Issue Discount** for print  
advertisers in CLMA, AACC,  
AABB and AMP show issues


*Includes: your product image,  
headline, 35 words, and URL  
Due 20th of prior month*

**The Top-Rated Management Solution for Life Sciences Research**

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## AUGUST 2020



### Leading special protein testing for 25+ years

Improving the diagnosis and management of patients with blood clots and many common disorders. Our offerings include:

- FreeFlow® assays, the market-leading, guideline-recommended first light chain assays, and Optisite®), the latest innovation in special protein testing.

[Learn more at Binding Site](#)

### Dialyze announces FDA EUA

Dialyze announces receiving FDA Emergency Use Authorization letter for its Dialyze LQ-Late SARS-CoV-2 IgG CLIA kit. The Dialyze LQ-Late can run on the Abbott Architect Ci 8000 Plus chemiluminescence analyzer.

[Learn more at Dialyze](#)




**HOW WILL YOU ADVANCE YOUR LABORATORY CAREER?**


ONLINE COURSES  
ONLINE CERTIFICATES

### Ready To advance your laboratory career?

Medical Laboratory Scientists are in high demand. Upgrade your skills by completing an ONLINE Course or Certificate Program from Michigan State University's Biomedical Laboratory Diagnostic Programs. Programs are designed with flexibility for working professionals.

[Learn more at Michigan State University](#)







Target high-level lab professionals with your HTML message. Based on your objectives and goals, our team will set up and deploy a dedicated email to the decision makers you choose. Full reporting metrics provided and privacy compliant.

*Optional: leads with gated online form*



Send all materials, revisions and approvals, to your MLO Sales Manager.

\*\*Material must be received at least 5 days prior to deployment date.

## MATERIAL REQUIREMENTS

### ► Test recipients & final approver emails.

Please compile all revisions in one email.

Send to **your MLO Sales Manager**.

Do not reply to the tests themselves.

### ► From line.

Can either be your company name OR Endeavor's brand name (from where the list derives from) and on behalf of...your company name.

### ► Subject line.

No more than 150 characters. Do not use all capital letters.

### ► Opt-Out | Suppression list.

To comply with Can-Spam Laws, Endeavor will add an opt-out link to the end of your email creative. Send us the list of emails that have previously opted out of your mailings and we will suppress them from your mailing.

### ► HTML file (as an attachment):

- Create in HTML code, with no external CSS Style Sheets. Only text, JPG and GIF is allowed.
- There is a 600 pixels maximum width and up to 100K maximum file size (includes all images and html files).
- Creative consisting of only a single image *is not recommended* and may mark your email as spam or have an extensive download time.
- Image/graphic files: You can either host these, or we can host them. Full image paths in the code must be included (ex: <http://www.domain.com/images/graphic1.jpg>).
- All email HTML must be table-based layouts; using CSS only to control typography and color.

- Creative made with programs such as Microsoft Word, Microsoft Publisher, or Adobe GoLive *is not* supported. Examples of *supported* HTML editing programs: Microsoft FrontPage, DreamWeaver, Ektron eWebEditPro.
- The use of JavaScript, iFrames and video *is not supported* due to compatibility, security and spam filtering reasons.
- HTML designed strictly with divs and css. for positioning and alignment *will not* render correctly with many email clients.
- No shortened URLs (bit.ly, hub.ly, goo.gl, etc.)
- Do not use background images in your HTML design as they do not render properly in many email clients.

# 2022 EVENT

An exclusive 3-day event where you meet face-to-face with high level Lab Directors of hospitals serving 100 beds or more. This is not a trade show or a traditional conference...it's so much more.



**WHERE: AUSTIN, TX**

**WHEN: SEPTEMBER 12-14, 2022**



## MLO LAB DIRECTORS SUMMIT

The third annual summit is a unique opportunity providing you with a pre-screened audience of high-level Lab Directors from facilities that you select and who want to hear from you.

48 hours of face-to-face meetings, presentations, roundtable meals, and fun activities deliver an agenda of dynamic engagement within the perfect environment to establish solid relationships. Engage with 40-50 highly qualified, senior-level decision makers from lab facilities that are part of a hospital system with 100 beds or more. You'll know exactly who they are before they arrive, along with their product requirements for the next 6 to 18 months.

A personalized agenda provides time for meetings, presentations, roundtables, interactive meals and fun activities within a productive 48 hours without the crowds, distractions, booths or hidden fees. Your resort room, airport transfers, all meals, audio/visual equipment, small group meetings, one-to-one meetings, special events, and yes, even your bar tab is included in one all-inclusive price.

*Supplier participation is limited for minimal competition. Reserve your position now to ensure your input for the lab directors we invite to the event.*

Medical Laboratory Observer is written for key laboratory management professionals and staff in hospital laboratories, independent clinical laboratories, integrated delivery networks, blood banks, physician office labs, government labs, and emergency care centers.

**Please send queries and abstracts to:**

[lwilson@mlo-online.com](mailto:lwilson@mlo-online.com)

## WHAT WE ARE LOOKING FOR

Exclusive, informative, nonpromotional, original content.  
All MLO feature articles are peer reviewed.

## SUBMITTING AN ARTICLE

- The primary audience is clinical laboratory directors or decision-makers at various levels, mostly with hospital-affiliated labs. The writer can assume our readers have some knowledge of the topic, but not as much as they might wish to or need to have, including the latest knowledge. Try to avoid “medicalese” without oversimplifying the article.
- The purpose of the article should be made clear in the introduction. Please give the manuscript a title and include subheads as appropriate. Judicious use of headings will help clarify transitions from one topic to another, thus, avoiding confusion for the reader.
- Articles must be original and not under consideration by any other publication.
- Care should be taken to avoid errors of fact or ambiguous statements. If procedures or test methods are referred to, make certain they are referenced or described in enough detail to enable readers to duplicate them in their own labs.
- The manuscript should be sent as Word document (as opposed to a PDF, etc.)
- Please provide the author’s name exactly as it will appear, including academic degrees as appropriate. Also, please include a two-or-three sentence biographical blurb. These take the form of “Author’s Name, serves as Job Title, Name of Company, provider of Product A and Product B.” Unless the author prefers not to be pictured in the magazine, we use the author’s head shot adjacent to the article. Please provide at least one 300 dpi. high resolution photo.

- Send any figures or any graphics as high-resolution attachments, rather than “embedded” in the document. Figures or tables should be referred to by number in the text so we know where to place them in the layout.
  - References should appear as a numbered list at the end of the manuscript, corresponding to superscript numerals given in ascending order in the text of the manuscript. AMA style should be observed. If a reference appears a second time, it should not have a new numeral, but rather the one it has already been assigned. Thus, it is possible that references 1 through 8 may appear, and then reference 4 again, and then reference 9 and so on. Please do not give URLs only as a reference; the author (if there is one) and title of the page should be given, AMA style. Note also, our style is for there to be three, not one, names before the “et al” when there are seven or more authors, as is often the case in medical papers.
  - Tables should stand as independent units, provide adequate identification of heads and subheads, and should be organized in some logical way (i.e., by chronological order or in decreasing order of frequency). The form and arrangement of table elements should make the table easy to understand. When appropriate, please also cite the source for any tables and indicate whether it was copied verbatim, or “adapted” in some way for the article. Please do not “desktop publish” tables into the Word document of the manuscript; rather, send them to the editor as individual jpeg attachments. Do place a parenthetical reference to them in the copy so we know where they should go — e.g. (Table 1 ).
  - Authors may submit computer-generated charts or graphs, but should also submit all data points used to create the charts so that MLO’s art department can accurately recreate them for publication. Neat, hand-drawn diagrams are also acceptable. Since MLO often illustrates articles for aesthetic, as well as communicative reasons, any ideas for accompanying artwork are also welcome from authors. Look at past issues of MLO and published CE articles for ideas.
- Ideas for artwork to accompany an article other than a chart, graph, or table should be submitted in a cover letter. Hand-drawn sketches of ideas are acceptable, too, but

they should include a brief explanation of the subject matter. Please do not “desktop publish” figures into the Word document of the manuscript; rather, send them to the editor as individual jpeg attachments. They must be high resolution, not from a website. DO place a parenthetical reference to them in the copy, so we know where they should go-e.g. (Figure 1 ).

- Avoid auto-formatting of endnotes, bulleted or numbered lists. There is no need for headers or footers or any elements of “desktop publishing.” In particular, please turn off the “virtual footnotes” function in your software that puts footnotes as the bottom of each page.
- Articles are peer reviewed. Prior to final acceptance, two to four peer referees, as well as our editors, review the manuscript. In most cases, authors will be asked to make revisions based on the feedback from reviewers. Authors are sent a copy of the edited manuscript to review prior to publication.
- Manuscripts are subject to editing. Such editing may involve nothing more than a light edit, but might entail heavy condensing and extensive restructuring. In every instance, we take pains to preserve the author’s ideas.
- We avoid product mentions and all trade or copyright symbol inclusion.
- In the educational sections (as opposed to Product sections), there will be no references to the company’s name or any products by name. When the subject is the science and technology or applications of particular products, it should be presented “generically.” (The author’s blurb, as noted above, is an exception to this requirement.)
- If your article is accepted, you will be required to send us a signed Copy Release Form located at

<https://www.mlo-online.com/page/about-us>

Visit the link above for more information on CE, Clinical Issues and Lab Management submissions.



## SALES



EAST/MIDWEST (EXCEPT IL) | INTERNATIONAL | CLASSIFIEDS  
Carol Vovcsko  
941-321-2873 | [cvovcsko@mlo-online.com](mailto:cvovcsko@mlo-online.com)



WEST | SOUTH | ILLINOIS  
Lora Harrell  
941-328-3707 | [lharrell@mlo-online.com](mailto:lharrell@mlo-online.com)

Please send all contracts and materials to:

MLO-Endeavor Business Media  
2477 Stickney Point Road | Suite 221B | Sarasota, FL 34231  
P 941-388-7050  
F 941-927-9588

PRIVACY POLICY: <https://www.endeavorbusinessmedia.com/privacy-policy/>

## SUPPORT

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PRINT PRODUCTION  
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WEBSITE [MLO-online.com](http://mlo-online.com)

FACEBOOK [facebook.com/MLOMedicalLaboratoryObserver](https://facebook.com/MLOMedicalLaboratoryObserver)

LINKEDIN [linkedin.com/groups/2301731/](https://linkedin.com/groups/2301731/)

TWITTER [twitter.com/medicallabmlo](https://twitter.com/medicallabmlo)





# MARKETING SOLUTIONS GUIDE

**Our portfolio of media and advertising solutions are built to leverage trusted content and high-performing channels.** The result is successful campaigns that drive conversion for marketers through intelligence gathering, content development, interactive storytelling, targeted campaigns and lead generation.

- RESEARCH
- ADVERTISING
- CONTENT MARKETING
- LEAD GENERATION
- DIRECT MARKETING
- VIDEO
- EVENTS

# RESEARCH

## Start with Insights to Guide your Marketing Strategy

Rely on our research development and data analysis expertise to ensure your program delivers meaningful and relevant insights. Subject matter experts help guide thought leadership topics and ensure statistically valid results from target audiences.

### INDUSTRY INSIGHTS

**Leverage research as a lead generator by providing your audience with research-backed data on hot-button issues.** Measure pain points, organizational impact and future outlooks on specific topics, use data points to drive your content marketing strategy.

### STATE OF THE MARKET

**Develop thought leadership and generate high-quality leads** with this market-facing research report that will help your target audience understand the forces at play and gain insights for smart decision-making.

### BRAND PERCEPTION

**Better understand how decision-making professionals perceive your brand, products or solutions.** Gauge purchase intent and deliver insights into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

### VIRTUAL FOCUS GROUPS

**Narrow the gap with customers and target markets using qualitative marketing research that offers a powerful feedback loop.** Led by a trained moderator, these structured discussion sessions stimulate lively group discussions and prompt respondents to share experiences.

**CUSTOM RESEARCH** Contact your sales representative for more information.

[VIEW RESEARCH SOLUTIONS](#)

# CONTENT MARKETING & LEAD GENERATION

## Drive Engagement and Build Credibility with Quality Content

Engage target audiences with content that tells your story, addresses challenges and offers insight. Partner with us to ensure the right content is in front of the right audience and benefit from high quality lead generation.



### STRATEGY & PLANNING

**Cohesive, relevant, and masterfully designed content marketing programs have powerful impact.** Our team of content, marketing, and digital experts know our industries and understand the trends; we craft programs that drive engagement with your target markets and deliver on time and to goal.



### CONTENT CREATION

**Leveraging in depth analytics and tapping into subject matter experts ensures that the content we create gets noticed.** Our portfolio of solutions offers short and long form content types, all backed by stellar marketing and design support. We help marketers efficiently create lead generation assets that can be promoted to our audiences and in brand channels.



### LEAD GENERATION

**Generating high-quality leads requires understanding the priorities of target audiences and expertise in successful marketing strategies.** Our team is passionate about the markets we serve, has deep understanding about the trends that are shaping the future and leverages behavioral data to deliver successful programs that meet goals.

[VIEW CONTENT MARKETING & LEAD GENERATION SOLUTIONS](#)

# SHORT FORM CONTENT

## A Must-Have for Content Marketing Success

Easy-to-execute content types, condensed deliverables and design services make short form content a go-to for savvy marketers. Promotional campaigns that engage busy decision makers, delivering the highlights while positioning your brand as a source for helpful information.



### ASK THE EXPERT

**Shine a light on your in-house expertise and position your brand with thought leadership** with this quick-hit asset built off of an interview conducted by our subject matter expert.



### FAQ'S

**Answer common questions about a particular topic, issue or trend and convey your industry expertise.** Our proven format creates high-quality content while requiring minimal deliverables from your product team.



### TOP TIPS

**Feature 5 to 10 brief tips or steps, with graphic design,** that will help your audience better understand a topic or guide them toward a purchase decision.



### INFOGRAPHICS

**Draw a wider viewing audience with one of the most popular forms of content on the web today.** Powerful for helping users translate data into insights and a great tool for increasing social engagement and sharing.

[VIEW SHORT FORM CONTENT SOLUTIONS](#)



# LONG FORM CONTENT

## Deliver Solutions for the Most Complex Challenges

Complex topics require long form content that addresses very specific needs to help accelerate decision making. Promotional campaigns built to target decision makers and influencers leverage our 1st party data and insights.



### WHITE PAPERS

**Introduce emerging technologies, expand on research results or explain a complex topic** with a white paper hosted on our site. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions.



### EBOOKS

**Help solve problems and deliver know-how through a fully designed eBook format.** Leverage our existing high-performing content to create a collection of valuable evergreen articles on a compelling topic that is relevant to audiences.



### CASE STUDIES

**Bring to the forefront an outside perspective on your solutions.** Showcase success stories from real customers and deliver an authentic representation of your solutions and challenges they can solve.

[VIEW LONG FORM CONTENT SOLUTIONS](#)

# VIDEO

## Creative Solutions for Video at any Budget

Rely on our technology platforms, proven techniques and design skills to create video that gets views. Choose from a variety of formats that are designed to meet your goals and suitable for multi-channel content strategy.



### QUICKCHAT VIDEO

**Capture key insights from your experts through these 10-15 minute editorially-driven video interviews** that help to deliver broader context to the issues being covered. Leverage our topic expertise, technology platform and light video editing to create a powerful video asset.



### PRODUCT & SOLUTION VIDEO

**Deliver a quick and engaging perspective on your product or solution's key attributes and the challenges it helps address.** Collaborate with our experienced video producers to create high-impact product videos and images that enhance your product launch and sales strategy.



### EXPLAINER VIDEO

**Break down complex topics into simple and easy-to-digest animated videos that are 30-45 seconds long.** This alternative video type requires minimal deliverables from you, making for easy, cost effective production. Great for social promotions.



### CUSTOM VIDEO PRODUCTION

**Take control of your video content strategy, optimizing the medium to best serve your brand and your marketing goals.** Our team of production and design experts will consult with you to create video that reflects your brand, tells your story, and showcases your products and services.

[VIEW VIDEO SOLUTIONS](#)

# CUSTOM LEAD GEN

## Lead Generation Programs Built for Your Goals

Programs that are the perfect combination of push and pull marketing to ensure maximum ROI and high-quality leads. Promotional campaigns custom built to meet your objectives and exclusively branded environments that showcase your best content.

### CONTENT SYNDICATION PROGRAMS

**Syndicate your valuable thought leadership content across our brand channels and reach highly relevant audiences with interest in the topic.** Registration is required to view the content and campaign report metrics are provided with full contact information for each lead.

### AMPLIFY

**Accelerate the decision-making process and guide prospects** with this 3 step lead nurturing program that leverages unique email promotions and landing pages to engage an audience based on your specific criteria.

### CONTENT ENGAGEMENT CENTERS

**Aggregate your premium content and lead gen assets into a digital hub** designed to accelerate decision making through an immersive experience where prospects can self-educate, content binge and nurture themselves. Benefit from increased conversion rates and more sales ready leads.

### STORYDESIGN

**Tell your story with a visual approach** and take your in-depth content marketing asset (White Paper, eBook or Webinar) to the next level, hosting it surrounded by interactive graphics and video to deliver deep engagement from target audiences.

# WEBINARS

## Proven Formats that Generate Highly Qualified Leads

Unique formats, subject matter experts and engaged audiences that are looking for answers to their biggest challenges. Promotional campaigns target the audience you want and engagement metrics help you score leads.

### WEBINARS

**Position your company as an industry expert and connect with prospects** who are seeking education on a key topic or solution to their challenge. Create powerful, engaging content that generates qualified leads and allows you to connect with decision makers.

*Includes: Promotional Program, Lead Information, 2 Custom Questions, Engagement Metrics*

### WEBCHATS

**Rethink traditional hour-long webinars and engage busy decisionmakers with 30 minutes of topic-based conversation and interactivity.**

This new, video-based format features your subject matter expert generating powerful thought leadership while generating leads.

*Includes: Promotions of two dedicated emails to audience size of 10,000, Lead Information, 1 Custom Question, Engagement Metrics*

### VIRTUAL ROUND TABLE

**Assemble your team of topic experts and give users the opportunity to connect** through a live streaming experience. Perfect for delivering industry know-how from a variety of perspectives and helping professionals understand the impact of industry trends.

*Includes: Promotional Program, Lead Information, 2 Custom Questions, Engagement Metrics*

### WEBINAR EXECUTIVE SUMMARY

**Gain greater return on your webinar investment by engaging leads immediately** after your event with this customer developed Executive Summary and series of three emails to webinar registrants.

*Includes: 2 page Executive Summary, 3x Post Event Email Campaign, Engagement Metrics*

[VIEW WEBINAR SOLUTIONS](#)



# VIRTUAL EVENT SERVICES

## Reimagine Your Virtual Event Strategy

The secret is out — digital marketers have discovered the power of virtual events and online learning as an opportunity to connect, engage and attract customers. Unfortunately, creating an immersive virtual event experience that delivers quality leads and insightful engagements is not as easy as it seems. That is where we can help! Our virtual events team has produced 60+ virtual events, ranging from 2-hour roundtables to 5-day conference events. We are going beyond the standard “virtual trade show floor” that you have seen for over a decade, instead focusing on immersive experiences that deliver meaningful networking and content experiences.



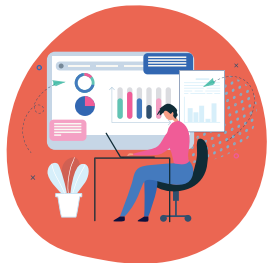
### CONSULTING

Our virtual event playbook and experienced team helps you kick off your virtual event at faster pace to ensure you have built a solid concept to meet your KPIs.



### SPEAKER MANAGEMENT

Herding cats is never easy! Let us help you organize and coordinate speaker materials, dress rehearsals and recording of sessions. Additional options are recruitment of speakers or editorial moderation.



### PLATFORM SELECTION

With hundreds of event platforms, how do you know which one to choose? Good news! We've already vetted multiple platforms to help you select the right one that creates a unique user engagement experience that meets your business's needs.



### PRODUCTION & REPORTING

Watch your event come to life when our production team builds and updates the new event platform. Based on predetermined metrics, we will build out a lead report and event performance overview.



### PROJECT MANAGEMENT

Did you know the average time it takes to develop 2-day virtual events is over 350 hours? Let us help your company manage the day-to-day logistics to ensure event deadlines are met.



### MARKETING

Utilizing our database with demographic and behavioral data, we will create a marketing plan to assist with your attendee promotional efforts. Plans can include targeted email, online, social and print marketing.

[VIEW VIRTUAL EVENT SERVICES](#)