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And the Maggie Goes to...

RTC Magazine Media Kit Wins Award for Best Media Kit in Both Trade & Consumer Publications

SAN CLEMENTE, California —The RTC Group is proud to be recognized for another outstanding product in the 2007 *RTC* magazine media kit, the Maggie Award winner in the Best Media Kit/Trade & Consumer category.

The Maggie Awards Banquet, held May 2 at the Westin Hotel at the Los Angeles Airport, recognized publications from all genres in both trade and consumer industries. One of the evening's first acceptance speeches perfectly described the atmosphere as a "celebration that print media is, in fact, alive and well."

As one of The RTC Group's four publications, the magazine's media kit was pooled into a group of five finalists, including the Journal of Emergency Medical Services, which shared the honor with *RTC* as the judges' decision ended in a tie.

"The *RTC* magazine media kit is a perfect representation of both the magazine and The RTC Group," said Jason Van Dorn, Creative Director.

Van Dorn accepted the award on behalf of the company, members of which were present at the banquet. In his acceptance speech, he acknowledged the teamwork and excellence that goes into the creative process of building a recognizable product in today's print industry.

The award marks the second time in The RTC Group's history that one of its products has been recognized as the best of its kind by the Western Publishing Association. In 2000, the *RTC* media kit garnered recognition in the same category.

"With a progressive design themed on "Roadmaps", this uniquely formatted, bright and informative media kit emphasizes the quality and attention to detail that the magazine supplies it's readership with on a monthly basis." said Van Dorn.



The RTC Group was also recognized in the Computers/Software, Technology, Training & Program Development/Trade category with *COTS Journal*, *Portable Design* and *RTC* all serving as nominees.

For 20 years The RTC Group has focused its attention on providing the most efficient, cost-effective tools for sales and marketing in the electronics marketplace. The RTC Group has time-tested products and services with focused and proven results. Whether looking for face-to-face contact with engineers at an intimate event , wanting to brand a company while developing leads through RTC Group publications, or even looking for online advertising that is focused on specific clients - The RTC Group has the marketing abilities to not only create contacts, but also develop leads.

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