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Be wise when you advertise...

Important information for advertisers

If you are accountable for your company's advertising budget then you will want to be sure that you invest wisely; that the media selection decisions for your advertising campaigns are based on accurate, unbiased information.

I am delighted to announce that Contractorcalculator.co.uk has successfully completed the following certification in accordance with industry agreed standards for the month of **March 2012**.

Metrics	Average Daily Total	Monthly Total
Unique Browsers	5,685	156,346
Page Impressions	17,827	552,640

At ABC, our vision is to inspire market confidence by delivering a valued stamp of trust across the media world. We are governed by the industry, for the industry. We work with, and on behalf of advertisers like you, to provide impartial, third party audited data for traditional and digital media. The industry agreed standards are developed by and on behalf of the media industry to provide confidence and accountability to advertisers, media buyers and media owners alike.

Data verified to industry agreed standards helps with the planning of media campaigns, negotiation of advertising rates and the justification of purchasing decisions. With ABC certification you can make decisions with confidence.

All the latest ABC data is available to you, free of charge, via our website at www.abc.org.uk. Alternatively, you can ask the media owner for a copy of their ABC certificate.

Before you book your next advertisement, ask to see an ABC certificate for the sites you plan to use. It is your assurance; delivering data you can trust.

Jan Pitt
Group Executive Director of Client Services, ABC