



# Online Property: Certificate of Activity

For the period: 1 March 2008 - 31 March 2008

## Web



Property Name: Contractorcalculator.co.uk



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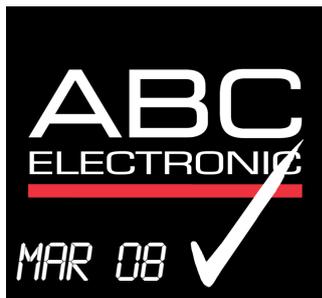
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### Media Owner:

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Basingstoke  
RG23 8HE

### Contact:

Mr Dave Chaplin  
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www.contractorcalculator.co.uk  
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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	3,834	104,584
Page Impressions	21,939	680,106

### 2. Network Domains/URLs:

www.contractorcalculator.co.uk

www.ir35calc.co.uk

Please see the Media Owner statement in section 9 for content description.





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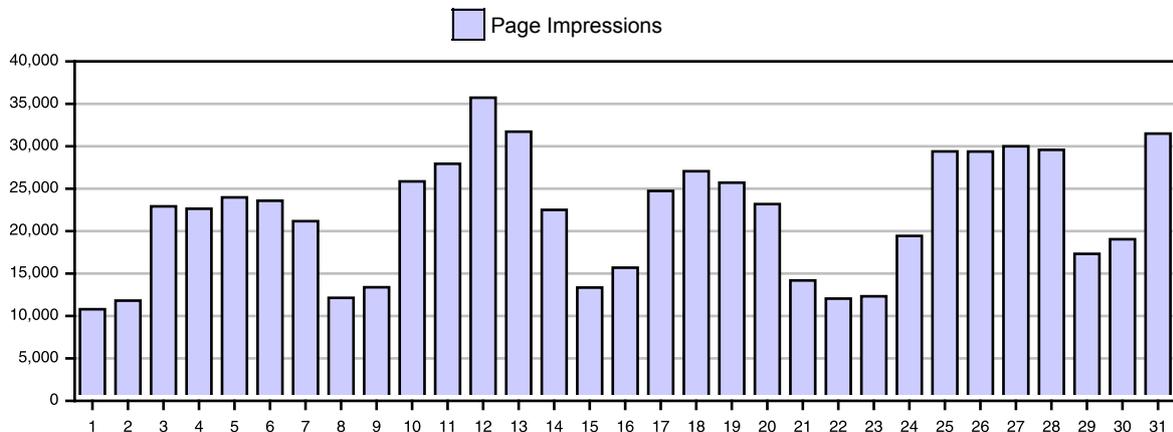
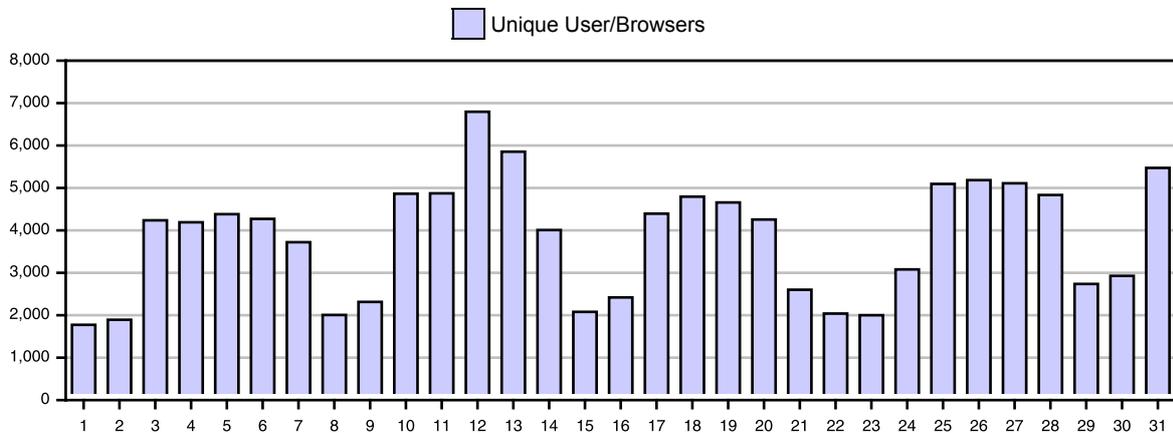
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### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Mar-08	1,774	10,794	17-Mar-08	4,394	24,737
02-Mar-08	1,893	11,812	18-Mar-08	4,795	27,060
03-Mar-08	4,237	22,920	19-Mar-08	4,658	25,710
04-Mar-08	4,191	22,637	20-Mar-08	4,256	23,187
05-Mar-08	4,382	23,978	21-Mar-08	2,601	14,188
06-Mar-08	4,271	23,581	22-Mar-08	2,039	12,048
07-Mar-08	3,721	21,175	23-Mar-08	2,000	12,323
08-Mar-08	2,006	12,137	24-Mar-08	3,080	19,433
09-Mar-08	2,314	13,385	25-Mar-08	5,095	29,392
10-Mar-08	4,864	25,858	26-Mar-08	5,184	29,380
11-Mar-08	4,873	27,937	27-Mar-08	5,110	29,997
12-Mar-08	6,796	35,727	28-Mar-08	4,834	29,580
13-Mar-08	5,855	31,723	29-Mar-08	2,737	17,322
14-Mar-08	4,008	22,503	30-Mar-08	2,928	19,045
15-Mar-08	2,079	13,350	31-Mar-08	5,473	31,494
16-Mar-08	2,420	15,693			





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### 4. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

### 5. Glossary of Terms:

#### UNIQUE USER/BROWSER

**A unique and valid identifier. Sites may use (i) IP+User-Agent or (ii) Cookie.**

This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

#### MONTHLY UNIQUE USER/BROWSERS

**This is the de-duplicated net number of Unique User/Browsers for the month. Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.**

#### PAGE IMPRESSION

**A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.**

In effect, one request by a valid user should result in one Page Impression being claimed.

In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphics images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams.

#### SYNDICATED CONTENT

**Content served by a third party into the certified site's Page Impressions, or content served by the certified site into a third party's Page Impressions. Syndicated content may or may not be included in certified traffic.**

#### INVALID TRAFFIC

**Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.**

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.





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## 6. Counting System:

This site used HBX SiteCatalyst ([www.omniture.com](http://www.omniture.com)) to count the data supporting this certificate.



## 7. Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

## 8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS\*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

\*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies AOP, IAB, ISBA, IPA, IPA Digital, NPA and NS.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit [www.abce.org](http://www.abce.org) and [www.jicwebs.org](http://www.jicwebs.org).

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

## 9. Media Owner Statement

The ContractorCalculator network of sites are an independent website resource for the UK contracting industry - most of whom are highly skilled workers in information technology, engineering, electronics, and construction. Together the sites receive over 100,000 unique visitors every month. Running since 1999, the sites are privately owned and run by a team of existing and former contractors. The sites publish a set of over thirty online calculators to aid all areas of financial decision making for contractors. In addition there are contracting guides, regular features, a news channel, and access to contractor services ranging from financial services, legal help and insurance.

