



# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

**CONTRACTOR**  
CALCULATOR.CO.UK  
your expert guide to contracting

Property Name: Contractorcalculator.co.uk



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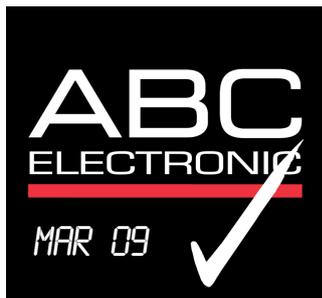
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### Media Owner:

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Basingstoke  
RG23 8HE

### Contact:

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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	3,672	113,827
Page Impressions	18,691	579,406

### 2. Network Domains/URLs:

www.contractorcalculator.co.uk

www.ir35calc.co.uk

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

### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Mar-09	2,334	10,398	17-Mar-09	4,229	22,307
02-Mar-09	5,358	23,615	18-Mar-09	4,185	21,018
03-Mar-09	5,126	22,987	19-Mar-09	4,094	21,315
04-Mar-09	4,830	23,256	20-Mar-09	3,500	17,786
05-Mar-09	4,401	21,345	21-Mar-09	1,598	8,388
06-Mar-09	3,783	18,715	22-Mar-09	1,753	9,495
07-Mar-09	1,767	8,994	23-Mar-09	4,651	25,786
08-Mar-09	2,117	10,813	24-Mar-09	4,860	26,652
09-Mar-09	4,622	22,227	25-Mar-09	4,720	26,452
10-Mar-09	4,626	21,993	26-Mar-09	4,472	24,954
11-Mar-09	4,285	21,200	27-Mar-09	3,857	21,987
12-Mar-09	4,173	20,887	28-Mar-09	1,927	10,768
13-Mar-09	3,458	17,394	29-Mar-09	1,908	10,614
14-Mar-09	1,675	8,526	30-Mar-09	4,871	26,574
15-Mar-09	1,664	8,197	31-Mar-09	4,777	24,276
16-Mar-09	4,206	20,487			





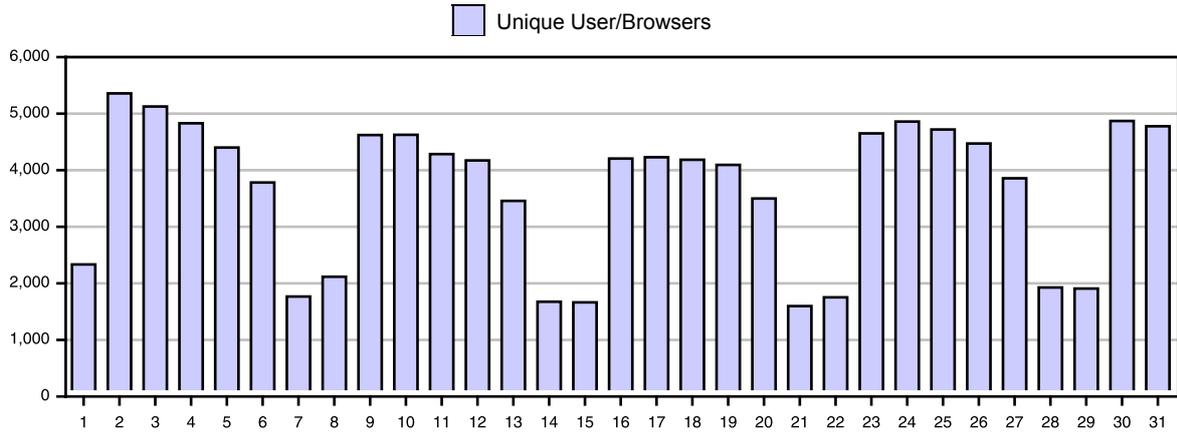
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### 4. Additional Notes:

- 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 and/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

**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. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.

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 a 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. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

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. All content within a Page Impression may not necessarily be visible in the user's browser window.

#### 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.

### 6. Counting System:

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





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## 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.



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.uk](http://www.abce.org.uk) and [www.jicwebs.org](http://www.jicwebs.org).

## 9. Media Owner Statement

ContractorCalculator is a leading UK internet resource for contractors and freelancers - most of whom are highly skilled workers in information technology, engineering, electronics, and construction. Running online since 1999 when it launched [ir35calc.co.uk](http://ir35calc.co.uk) (now part of ContractorCalculator), it is independently owned and run by existing and former contractors. The site offers over thirty online calculators to aid key areas of financial decision making for contractors. In addition there are contracting guides, features, a news channel, and access to contractor services ranging from financial services, legal help and insurance.

