

Online Certificate

September 2011



Setting the standard

Contractorcalculator.co.uk

CONTRACTOR
CALCULATOR.CO.UK
your expert guide to contracting

Key information

Certificate type

Digital

Metric type

Web traffic

ABC headline

4,950 Daily average Unique Browsers

Period

1 September 2011 to 30 September 2011

Market sector

Worldwide traffic

	Daily average	Monthly total
Unique Browsers	4,950	133,141
Page Impressions	15,164	454,909

Domains

www.contractorcalculator.co.uk
www.ir35calc.co.uk

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This certificate is supported by the following organisations

Online Property: Certificate of Activity

For the period: 1 September 2011 - 30 September 2011

Property Name: Contractorcalculator.co.uk

Daily Qualifying Worldwide Traffic

Unique Browsers
Page Impressions

Daily Average
4,950
15,164

Monthly Qualifying Worldwide Traffic

Unique Browsers
Page Impressions

Monthly Total
133,141
454,909

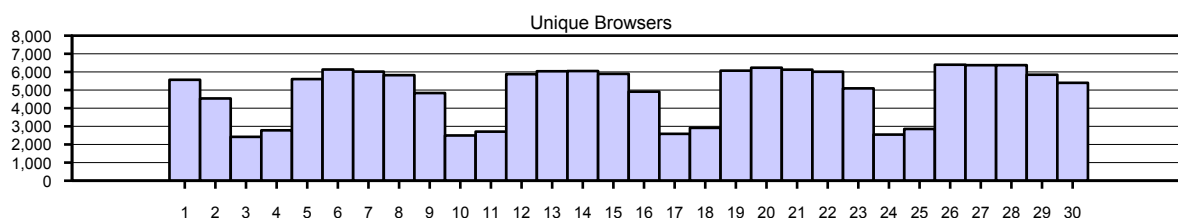
Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

www.contractorcalculator.co.uk
www.ir35calc.co.uk

Daily Activity

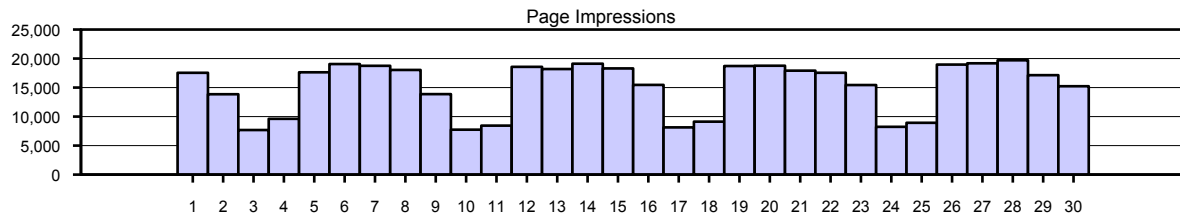
Date	Unique Browsers	Page Impressions
01-Sep-11	5,566	17,545
02-Sep-11	4,537	13,851
03-Sep-11	2,419	7,683
04-Sep-11	2,780	9,615
05-Sep-11	5,605	17,635
06-Sep-11	6,132	19,055
07-Sep-11	6,016	18,749
08-Sep-11	5,821	18,039
09-Sep-11	4,836	13,870
10-Sep-11	2,496	7,744
11-Sep-11	2,707	8,445
12-Sep-11	5,877	18,573
13-Sep-11	6,037	18,196
14-Sep-11	6,048	19,115
15-Sep-11	5,893	18,302
16-Sep-11	4,911	15,459
17-Sep-11	2,586	8,141
18-Sep-11	2,915	9,129
19-Sep-11	6,069	18,714
20-Sep-11	6,233	18,766
21-Sep-11	6,124	17,912
22-Sep-11	6,010	17,550
23-Sep-11	5,093	15,435
24-Sep-11	2,544	8,237
25-Sep-11	2,854	8,930
26-Sep-11	6,397	18,963
27-Sep-11	6,372	19,183
28-Sep-11	6,374	19,703
29-Sep-11	5,845	17,138
30-Sep-11	5,399	15,232



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Counting System

This site used Adobe (Omniure BU), SiteCatalyst (www.omniture.com) to count the data supporting this certificate.



Audit Opinion by ABC

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 ABC has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for the presence of any App traffic not disclosed to us by the media owner, or for fraud or negligence.

This product is registered with ABC by Byte-Vision Enterprises Ltd.

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 (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.

About ABC

ABC is the independent, impartial, industry-owned auditing service that provides a stamp of trust for the media industry. Our digital audits deliver trusted certification for a wide range of platforms including web activity, email, podcasts, VOD, IPTV, ad servers, ad networks, mobile and many more. For more information and to view ABC certificates please visit www.abc.org.uk

An ABC audit can also demonstrate best practice principles. For example ABC's work with IASH (www.iash.org.uk) ensures that its internet advertising sales house members adhere to key elements of a strict code of conduct when placing advertising inventory on sites.

ABC delivers verification to industry standards as agreed by JICWEBS

Joint Industry Committee for Web Standards (www.jicwebs.org)

JICWEBS representatives meet 4 times a year to agree census based standards for digital media. ABC then audits to these industry-agreed standards. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies:



ABC Associates

The ABC Associate Scheme enables suppliers to the digital media industry to ensure their systems are capable of compliance with JICWEBS industry standards. Once accredited they can then facilitate ABC audits, so helping their clients deliver reporting which is transparent and trusted. A full list of accredited ABC Associates can be found on: www.abc.org.uk

International Federation of ABCs (www.ifabc.org)

ABC chairs the IFABC web standards group, a global network of industry owned media auditing organisations, working to develop common international standards for digital media measurement.



Glossary of Terms

UNIQUE 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 website, in common with all measurement software. Counting of Unique Browsers may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

DAILY UNIQUE BROWSERS: This is the de-duplicated net number of Unique Browsers for the day. Unless otherwise stated the Unique Browser data refers to worldwide activity.

DAILY AVERAGE (DERIVED): This is the sum of each day's traffic divided by the total number of days. Unique Browsers are not de-duplicated between days.

WEEKLY UNIQUE BROWSERS: This is the de-duplicated net number of Unique Browsers for the week. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

WEEKLY AVERAGE (DERIVED): This is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not de-duplicated between weeks.

MONTHLY UNIQUE BROWSERS: This is the de-duplicated net number of Unique Browsers for the month. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

MONTHLY AVERAGE (DERIVED): This is the sum of each month's traffic divided by the total number of months. Unique Browsers are not de-duplicated between months.

PAGE IMPRESSION: A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server. Automated Page Impressions will be broken out if greater than 5% of the total.

In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window. In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

AUTOMATED PAGE IMPRESSION: A Page Impression sent to a valid browser as a result of an automatic process.

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed. Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total

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where such traffic forms 5% or more of the overall Page Impression count.

VISIT: A series of one or more Page Impressions, served to a valid Unique Browser, which ends when that Unique Browser has not made a Page Impression for a 30-minute period.

A Visit is effectively a near-continuous burst of activity by a valid Unique Browser. In addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique Browser identifiers to calculate this metric if desired.

VISIT DURATION: The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Hence, the totals are averages.

In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).

AV PLAY: A file request by a valid browser for AV content.

This can be measured in either of the following ways:

AV Play Event - A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.

AV Request - A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).

Automated AV Play - An AV Play started by a valid browser as a result of an automatic process.

REQUESTED DOWNLOAD: A request for a non-HTML file executable offline.

SEARCH: The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server.

In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others. The Search total for a site is distinct from its Page Impression total – Searches are a subset of valid Page Impressions.

DOMAIN: A name that represents one or more IP addresses (typically web servers) owned by the media owner or its agents.

URL: A string of characters identifying where a networked content resource is available and the mechanism for retrieving it.

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.

ABC excludes this internal and non-human traffic. The global ABC/IAB list of robots and spiders is available from the technical area on www.abc.org.uk.

USER-INITIATED LOGGED EVENT: Any logged event that can be attributed to a particular Unique Browser.

For a more comprehensive glossary of digital media terms please go to help on: www.abc.org.uk/jargon

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