



Online Property: Certificate of Activity

For the period: 1 July 2008 - 31 July 2008

Web



Property Name: Red Advertising



Red Advertising

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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	19,764	517,040
Page Impressions	80,150	2,484,660

2. Network Domains/URLs:

www.redadvertising.co.uk	www.legaljobsboard.co.uk
www.redgoldfish.co.uk	www.secretarialjobsboard.co.uk
www.accountancyjobsboard.co.uk	www.retailjobsboard.co.uk
www.constructionjobsnow.co.uk	www.jobstore.co.uk
www.engineeringjobsnow.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-Jul-08	26,828	97,078	17-Jul-08	22,751	90,190
02-Jul-08	28,313	98,991	18-Jul-08	18,326	82,028
03-Jul-08	25,956	92,051	19-Jul-08	11,978	52,925
04-Jul-08	18,908	70,599	20-Jul-08	13,751	50,682
05-Jul-08	11,410	48,584	21-Jul-08	24,438	95,354
06-Jul-08	13,493	57,175	22-Jul-08	24,236	96,120
07-Jul-08	26,529	100,479	23-Jul-08	22,228	94,204
08-Jul-08	23,952	99,865	24-Jul-08	19,037	83,503
09-Jul-08	23,558	95,448	25-Jul-08	15,341	67,809
10-Jul-08	20,586	77,404	26-Jul-08	9,648	46,643
11-Jul-08	17,244	73,489	27-Jul-08	10,948	52,728
12-Jul-08	11,055	47,843	28-Jul-08	20,681	87,741
13-Jul-08	12,309	52,945	29-Jul-08	23,073	99,612
14-Jul-08	25,447	100,897	30-Jul-08	21,446	94,494
15-Jul-08	24,982	96,437	31-Jul-08	20,153	91,159
16-Jul-08	24,080	90,183			





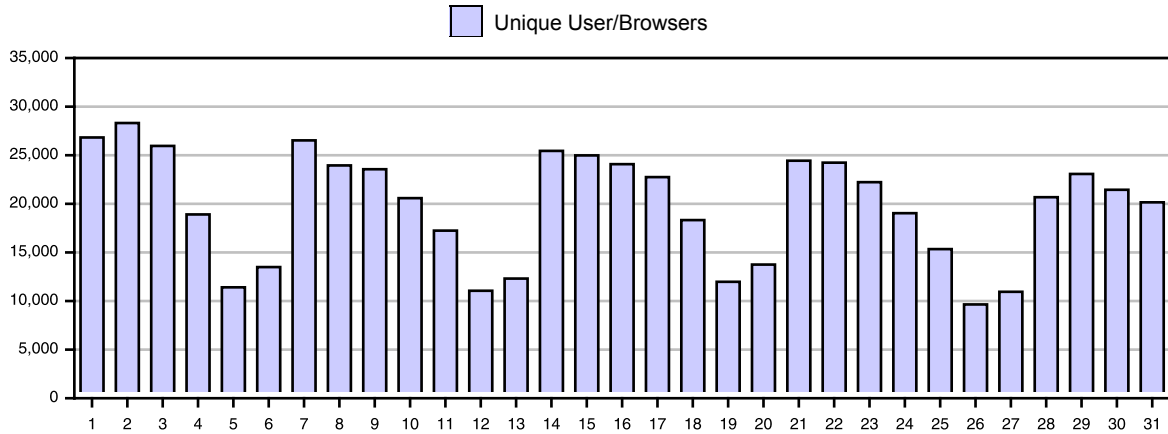
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4. Additional Notes:

- 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 a third party 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 and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

Red Advertising is one of the UK's largest job advertising networks on the internet and offers almost certainly the most comprehensive coverage available online with the highest return on advertisers investment delivered. We promote our clients brand and their jobs to candidates across our network of generalist and specific industry websites. We provide a highly targeted measurable candidate sourcing solution that delivers results fast whilst providing complete clarity to our clients over the effectiveness of their job advertising campaigns. We are a market leading facility. Our company ethos is to look after clients for the long term to the highest possible standard and we believe that as long as we maintain a quality, effective solution to our clients and process candidates the way our clients want them processed, we can be the perfect advertising solution for all client types whether they be Job boards, direct employers or recruitment agencies.

