



# Online Property: Certificate of Activity

For the period: 1 September 2009 - 30 September 2009

## Web

employment  
4students

Property Name: Employment4students.co.uk

employment  
4students

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### Media Owner:

**Employment4Students.co.uk Ltd**  
Highlands House  
165 The Broadway  
Wimbledon  
SW19 1NE

### Contact:

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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	10,027	262,194

### 2. Network Domains/URLs:

www.e4s.co.uk

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

### 3. Daily Activity:

Date	Unique User/Browsers	Date	Unique User/Browsers
01-Sep-09	10,588	16-Sep-09	11,407
02-Sep-09	10,987	17-Sep-09	10,659
03-Sep-09	10,816	18-Sep-09	9,004
04-Sep-09	8,897	19-Sep-09	7,256
05-Sep-09	7,123	20-Sep-09	7,548
06-Sep-09	8,041	21-Sep-09	11,973
07-Sep-09	11,103	22-Sep-09	12,664
08-Sep-09	11,061	23-Sep-09	11,700
09-Sep-09	10,344	24-Sep-09	10,419
10-Sep-09	9,596	25-Sep-09	9,285
11-Sep-09	9,142	26-Sep-09	7,287
12-Sep-09	6,911	27-Sep-09	8,432
13-Sep-09	8,313	28-Sep-09	12,474
14-Sep-09	11,715	29-Sep-09	12,195
15-Sep-09	11,369	30-Sep-09	12,491





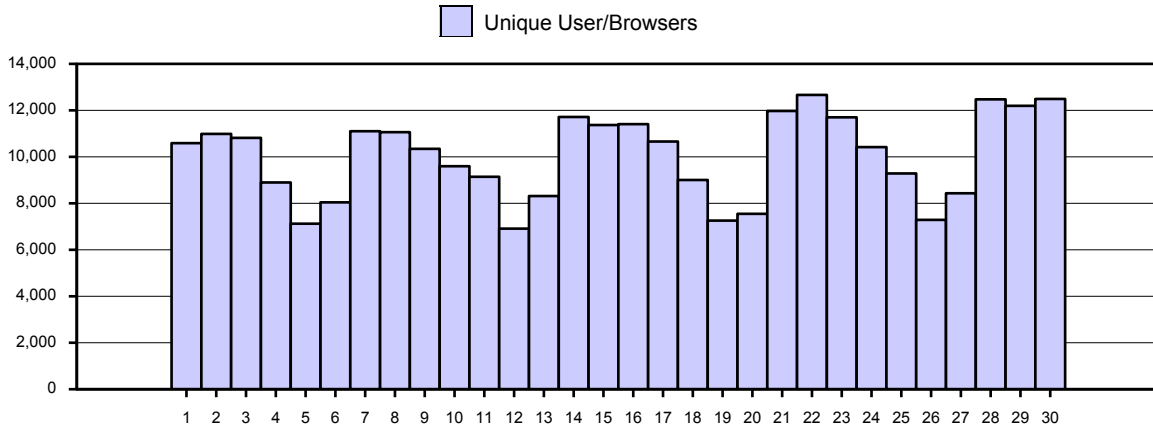
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### 4. Additional Notes:

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- 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:

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#### 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.

#### 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:

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This site used a third party to count the data supporting this certificate.

### 7. Audit Opinion by ABCe

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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.





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## 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).

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

Established in 2000, Employment4students has helped recruiters successfully target UK based students for part time and seasonal roles, internships and graduate positions for over 8 years. Outstanding search engine rankings coupled with extensive marketing within universities, colleges, schools and student publications provides a year round supply of enthusiastic workers. Candidates can be pinpointed using a variety of targeting criteria and methods, and applicant screening facilities ensures a high quality response. A flexible pricing structure provides options for all budgets and enables clients to build recruitment campaigns around their needs to ensure maximum return on investment. Complimentary advert performance and response tracking tools help every client measure and fine tune their campaigns. Dedicated account managers are also on hand to provide support and advice to ensure every client's campaign requirements are met.

