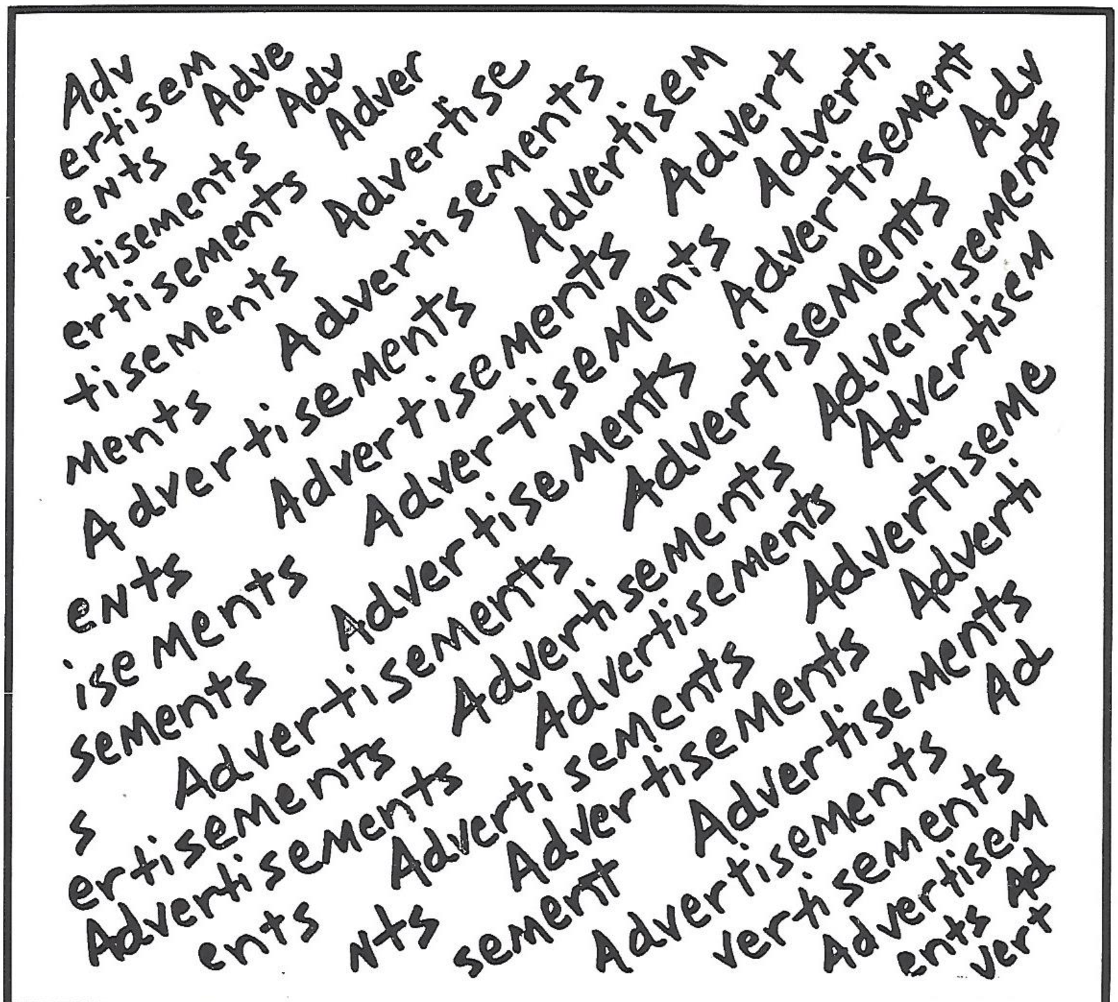ADVERTISEMENTS