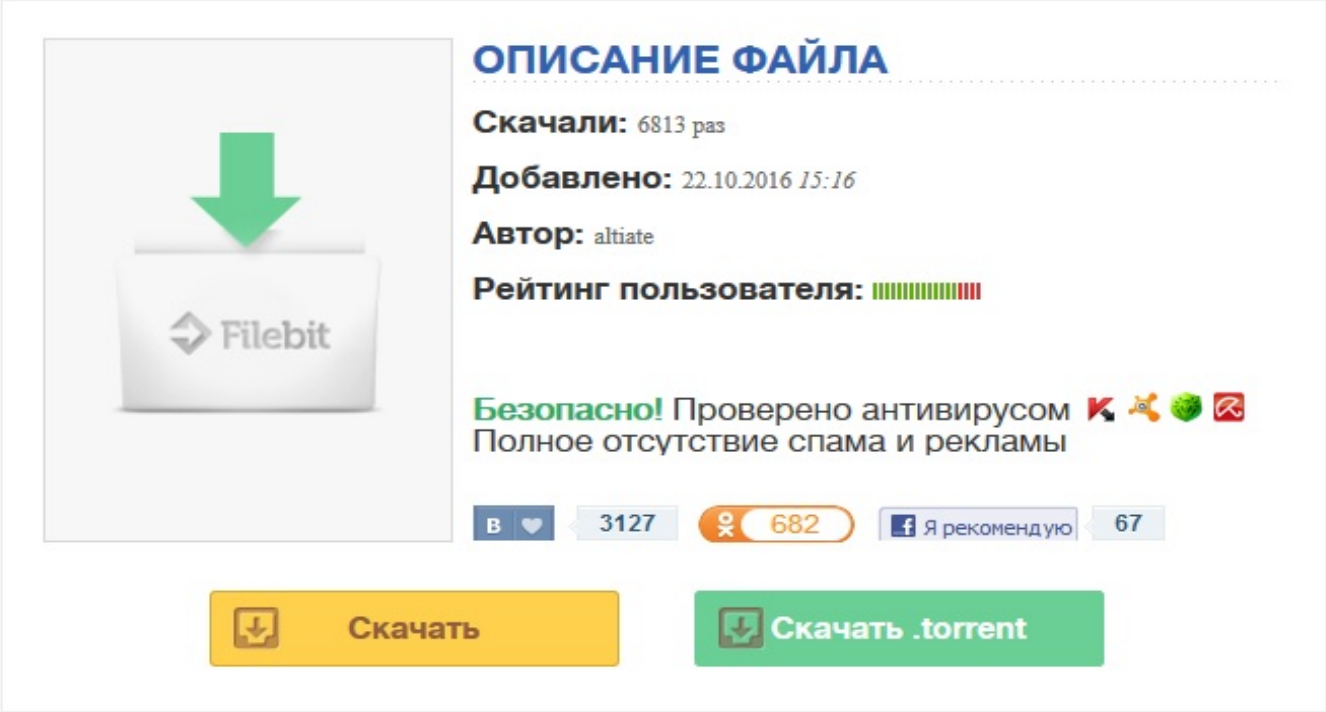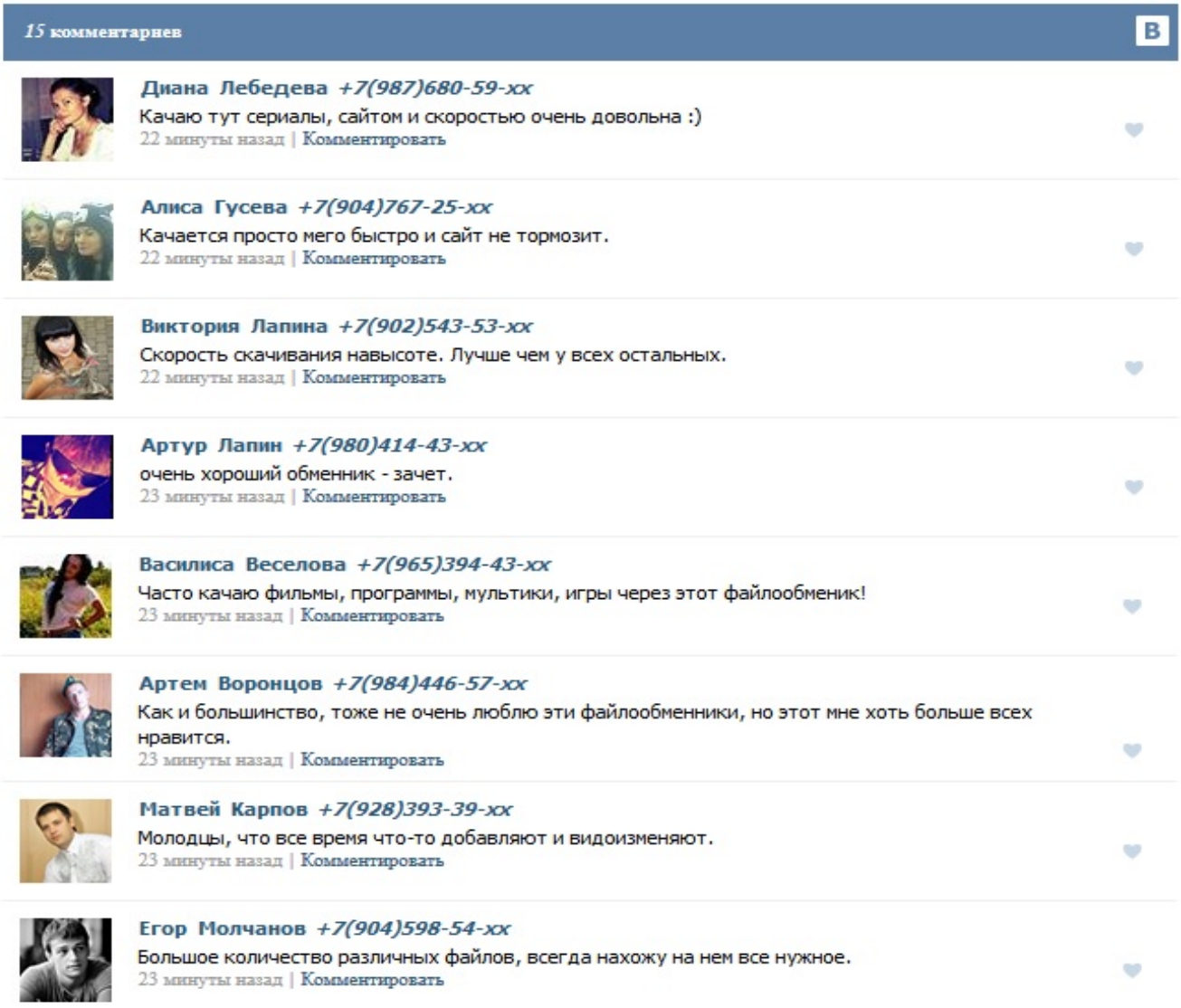бланк объявлений в газету