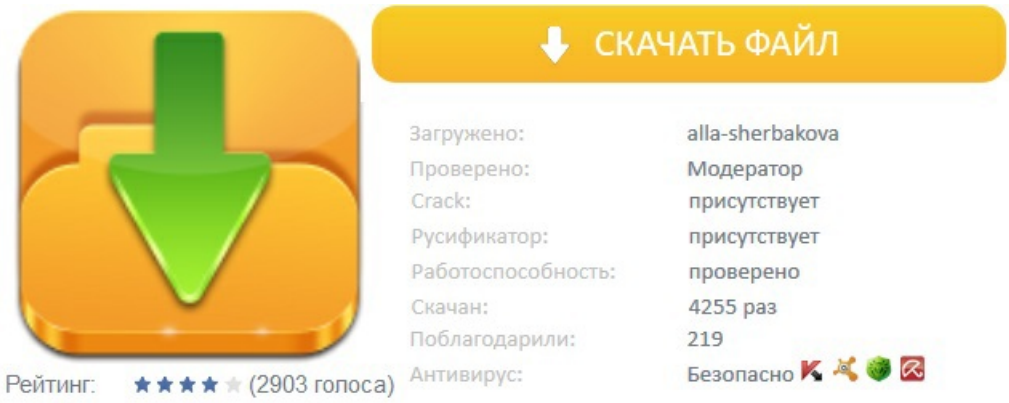прайс-лист бланк образец