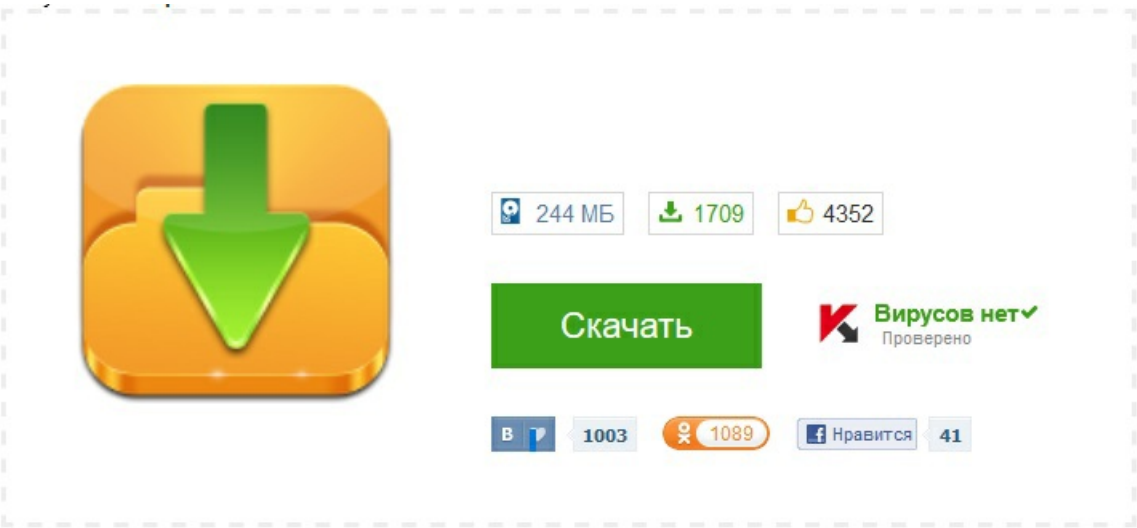письмо на фирменном бланке пример