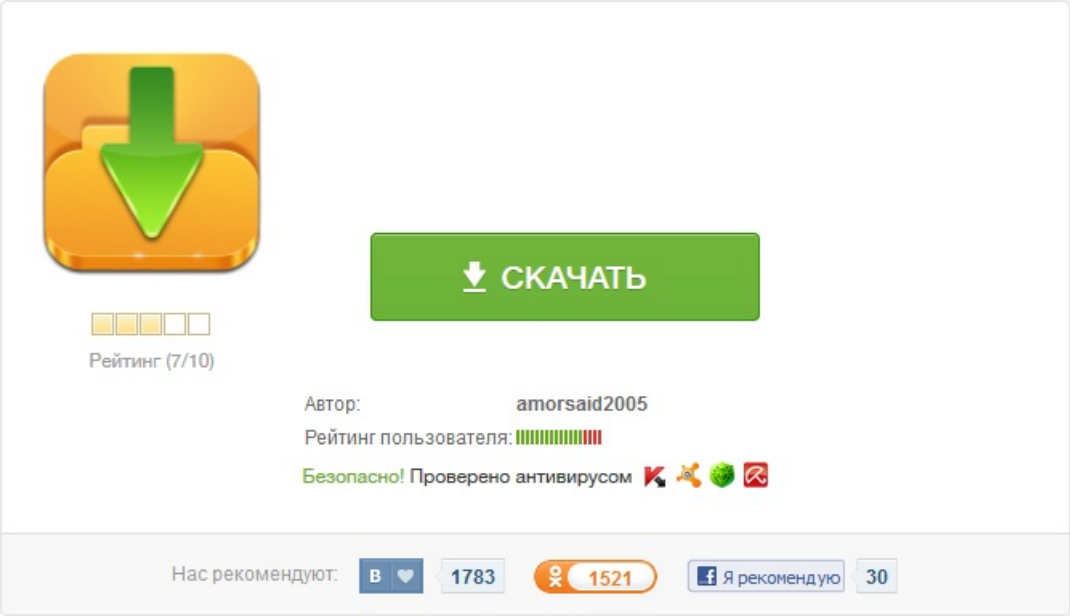конверт и письмо от деда мороза шаблон