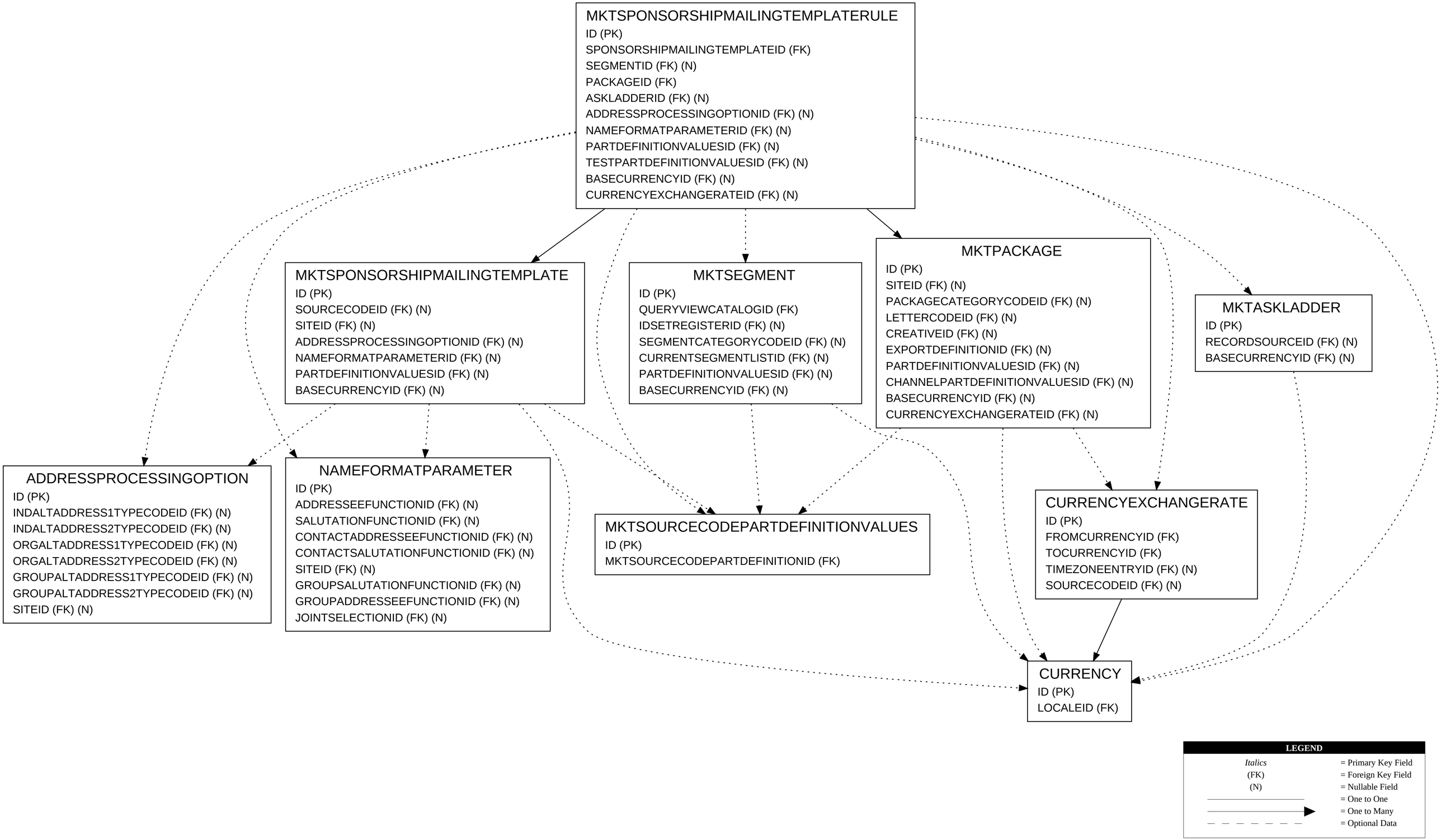MKTSPONSORSHIPMAILINGTEMPLATERULE