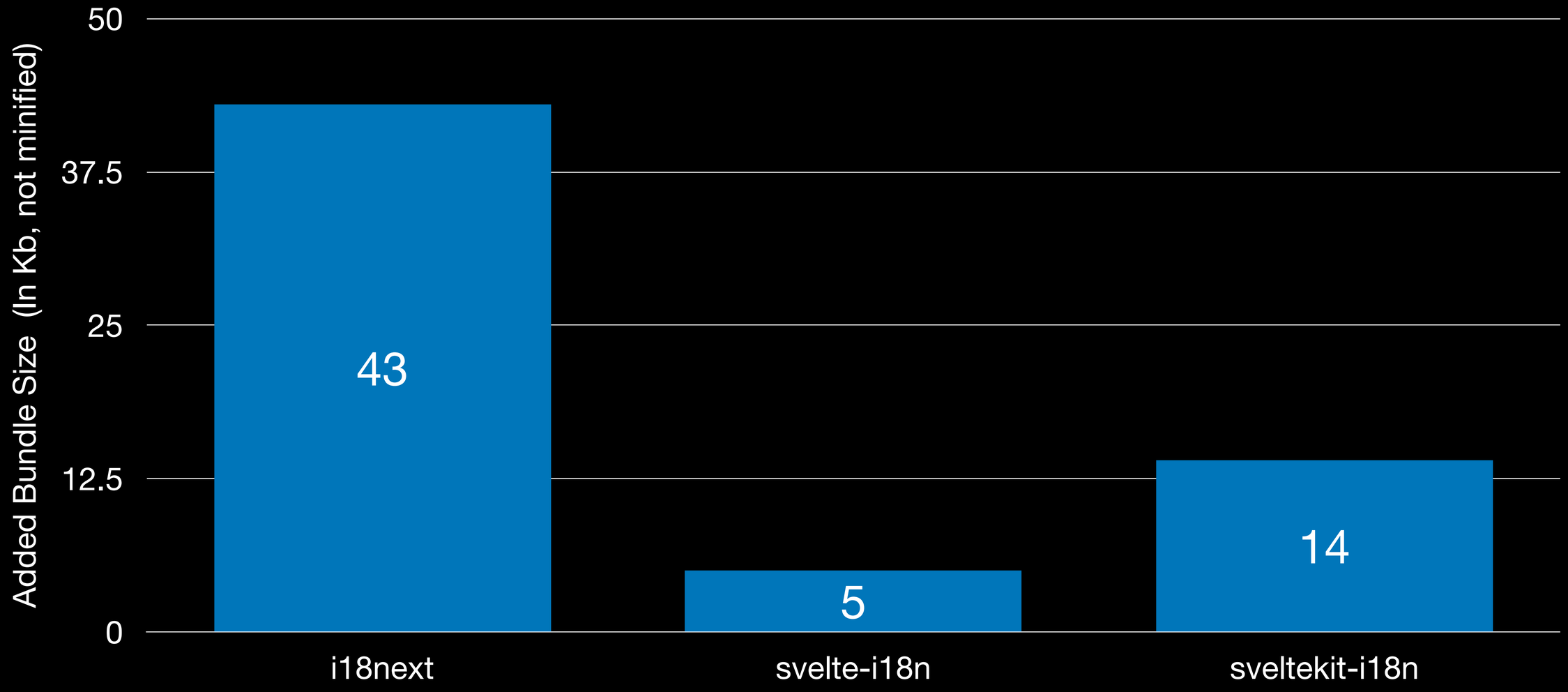
Cost of the first message



We can do better