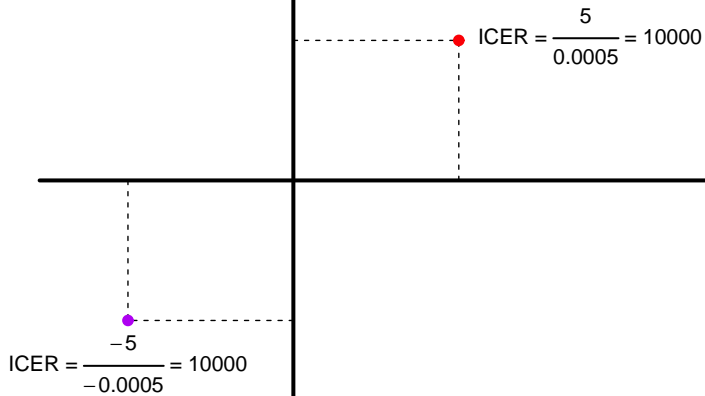


Cost differential



Effectiveness differential