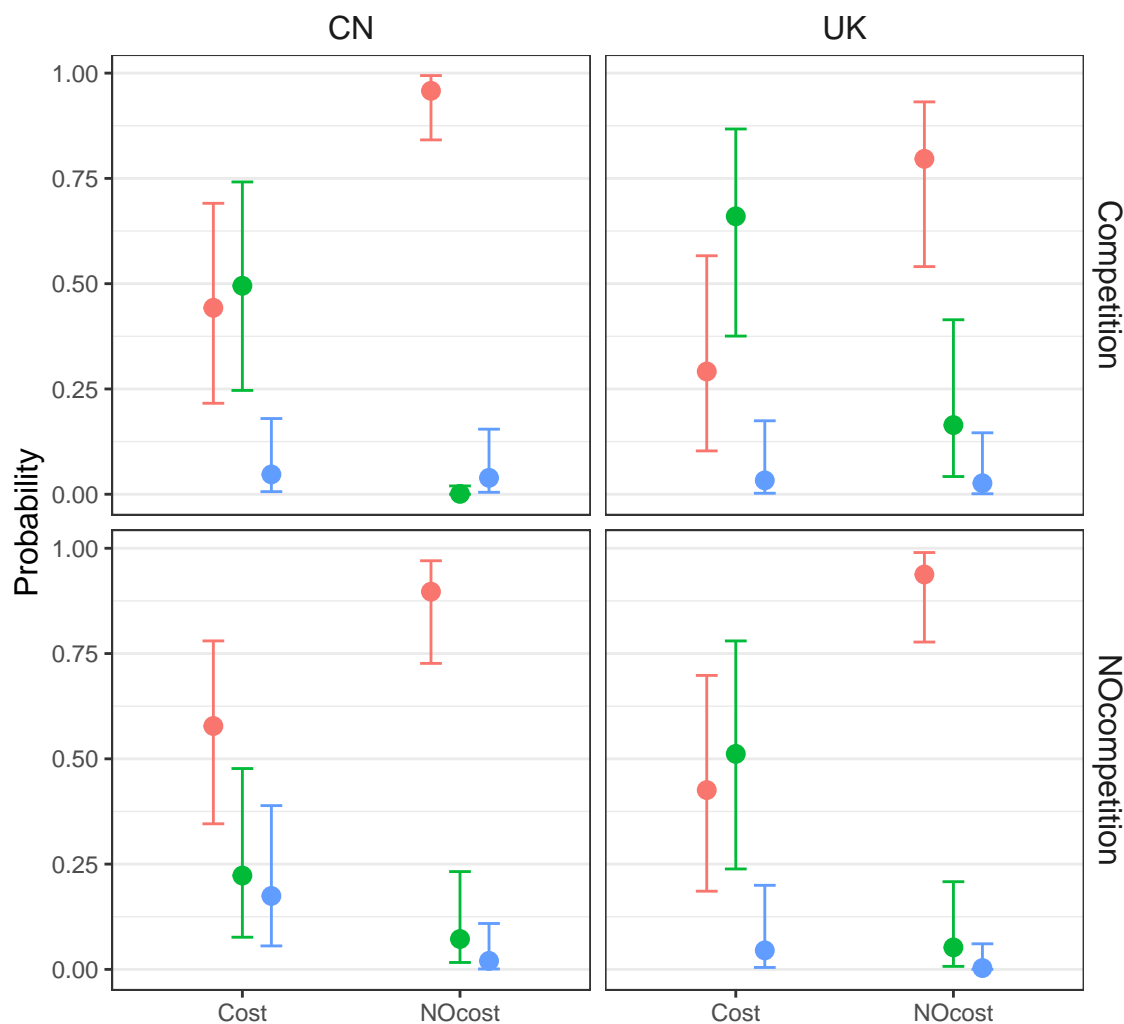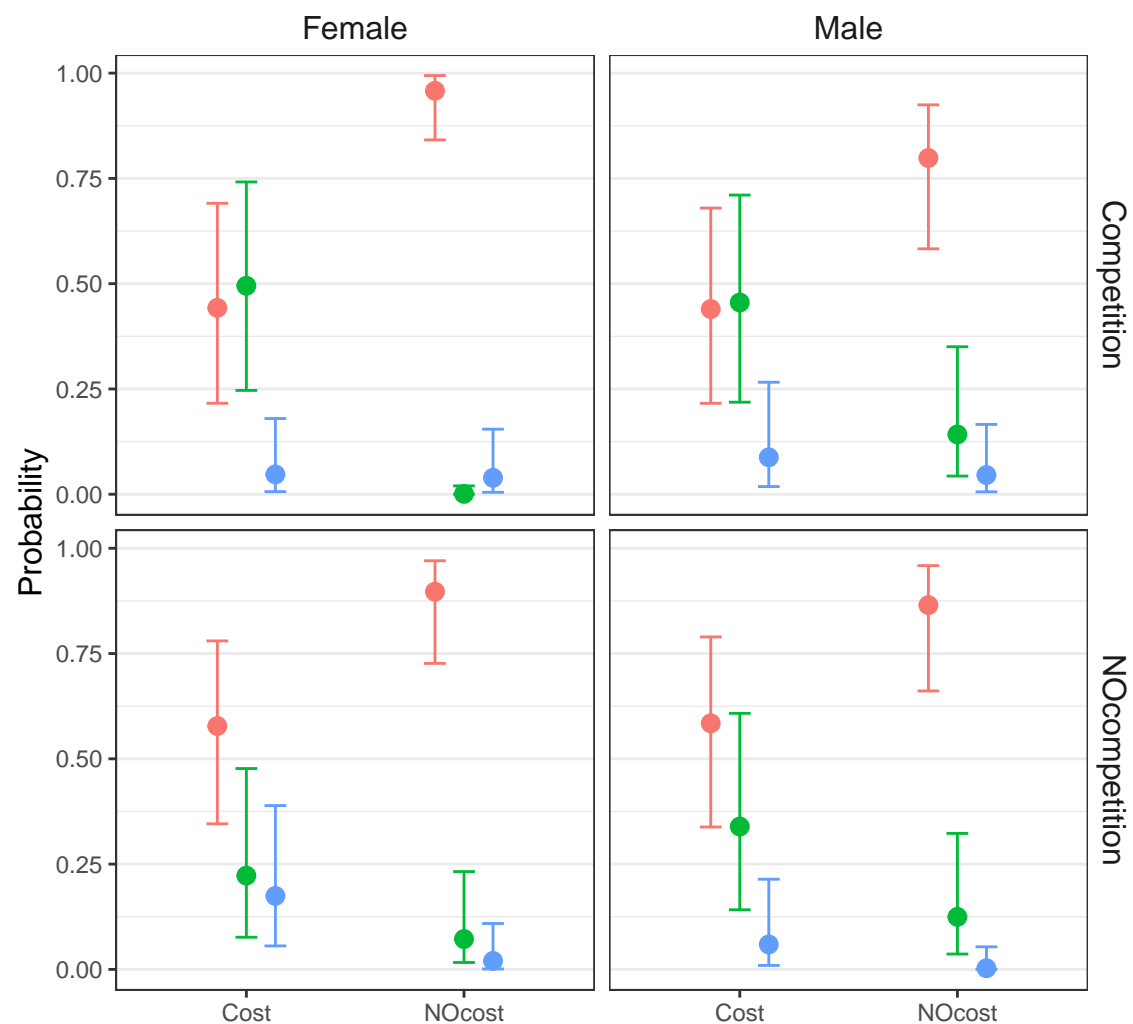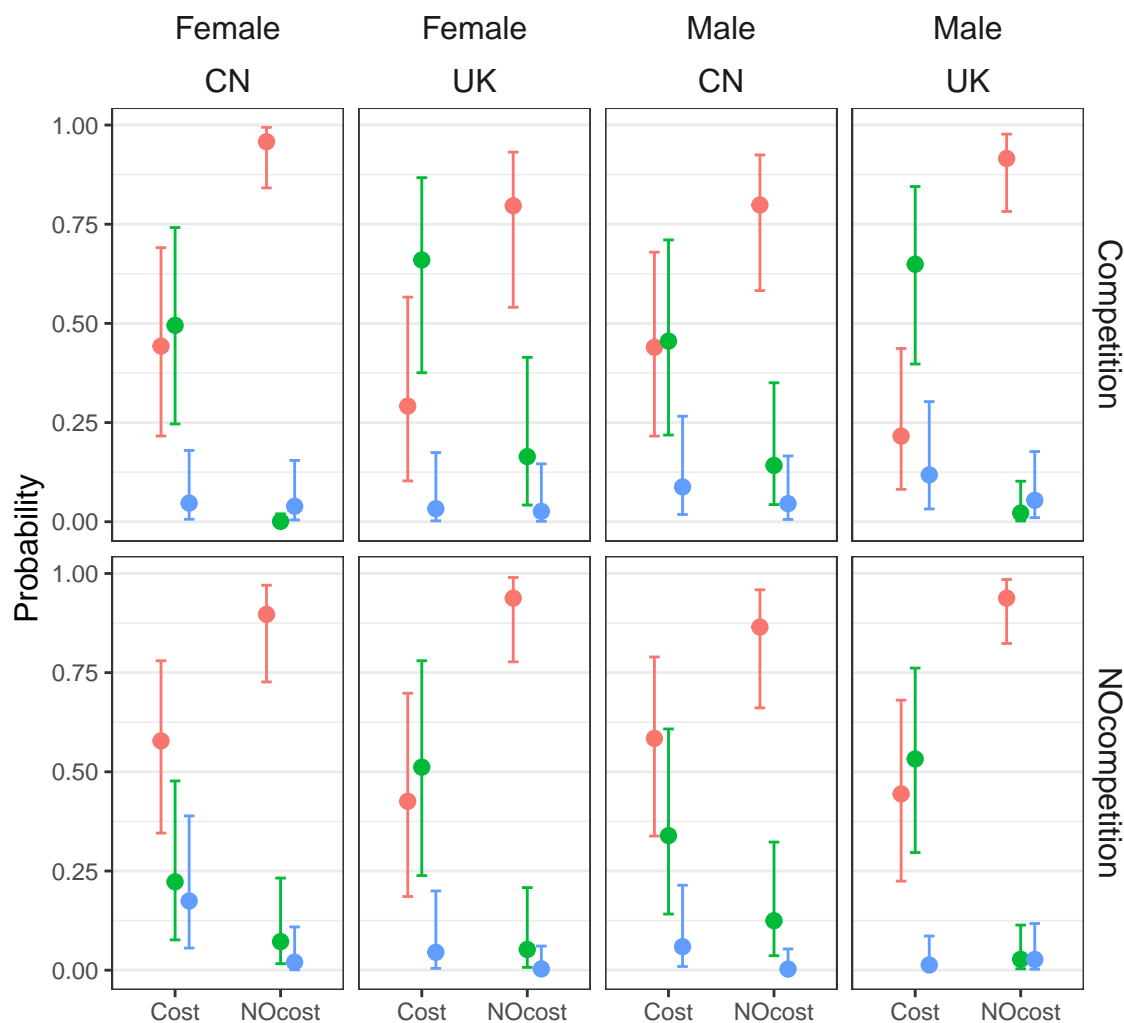**3.1 Ad:cost*competition*country**
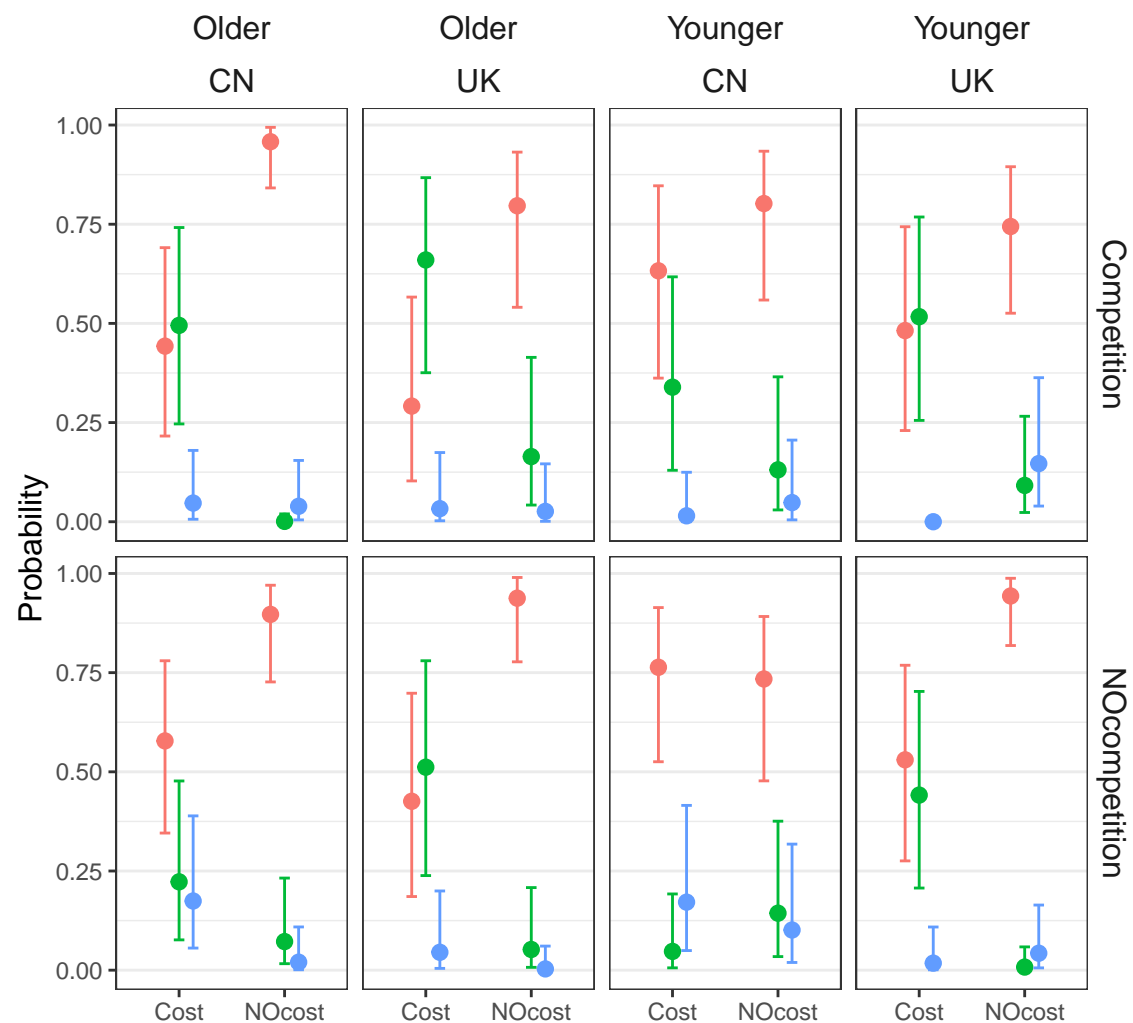
3.2 Ad:cost*competition*gender

4.1 Ad&Dis:cost*competition*country*gender

4.2 Dis:cost*competition*age*country

Fair   UFad   UFdis