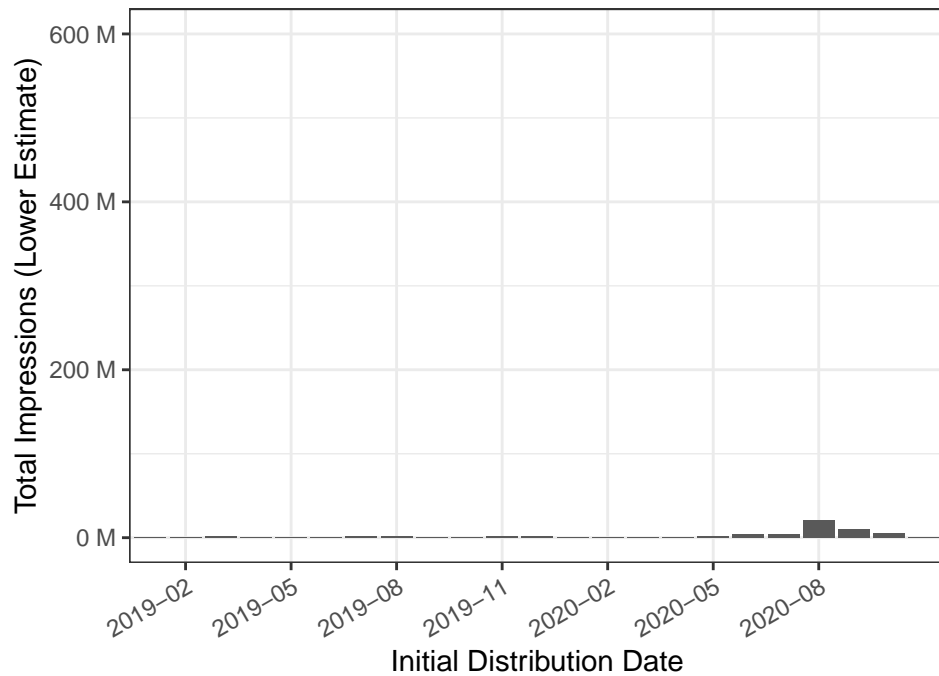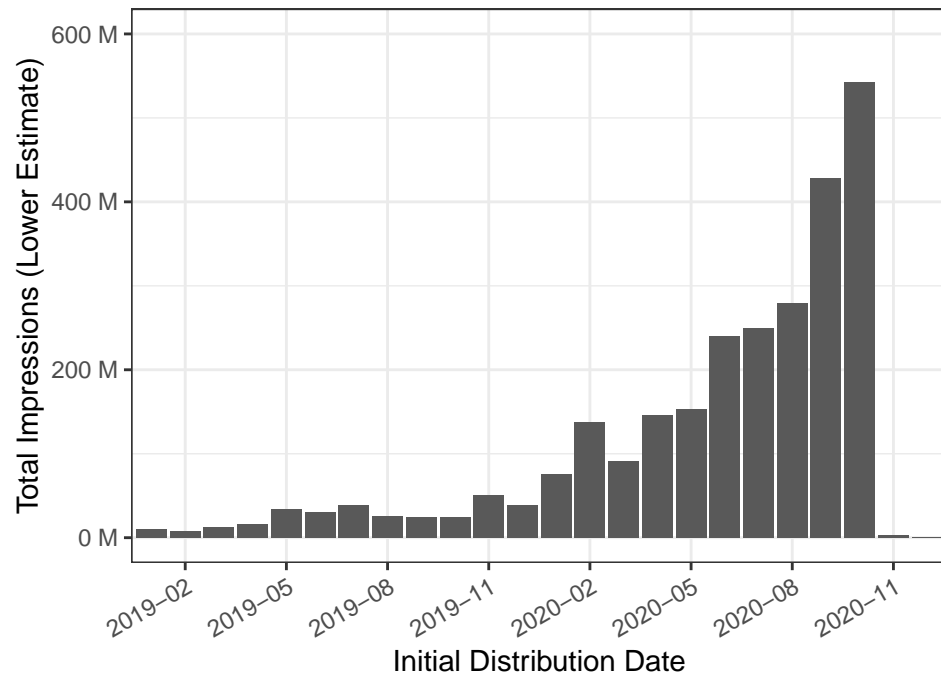# Total Impressions of Ad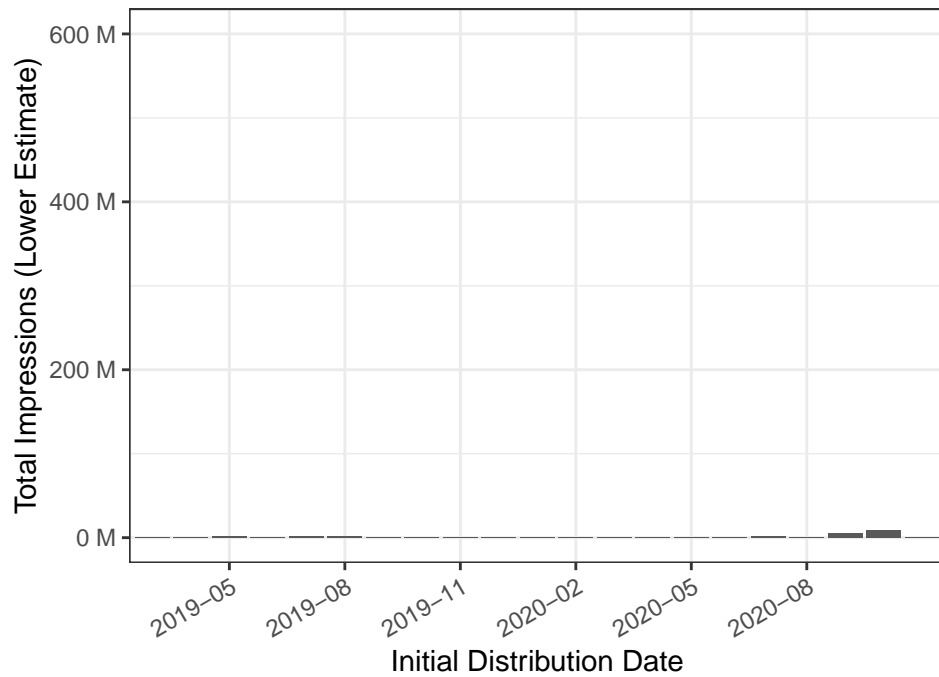s