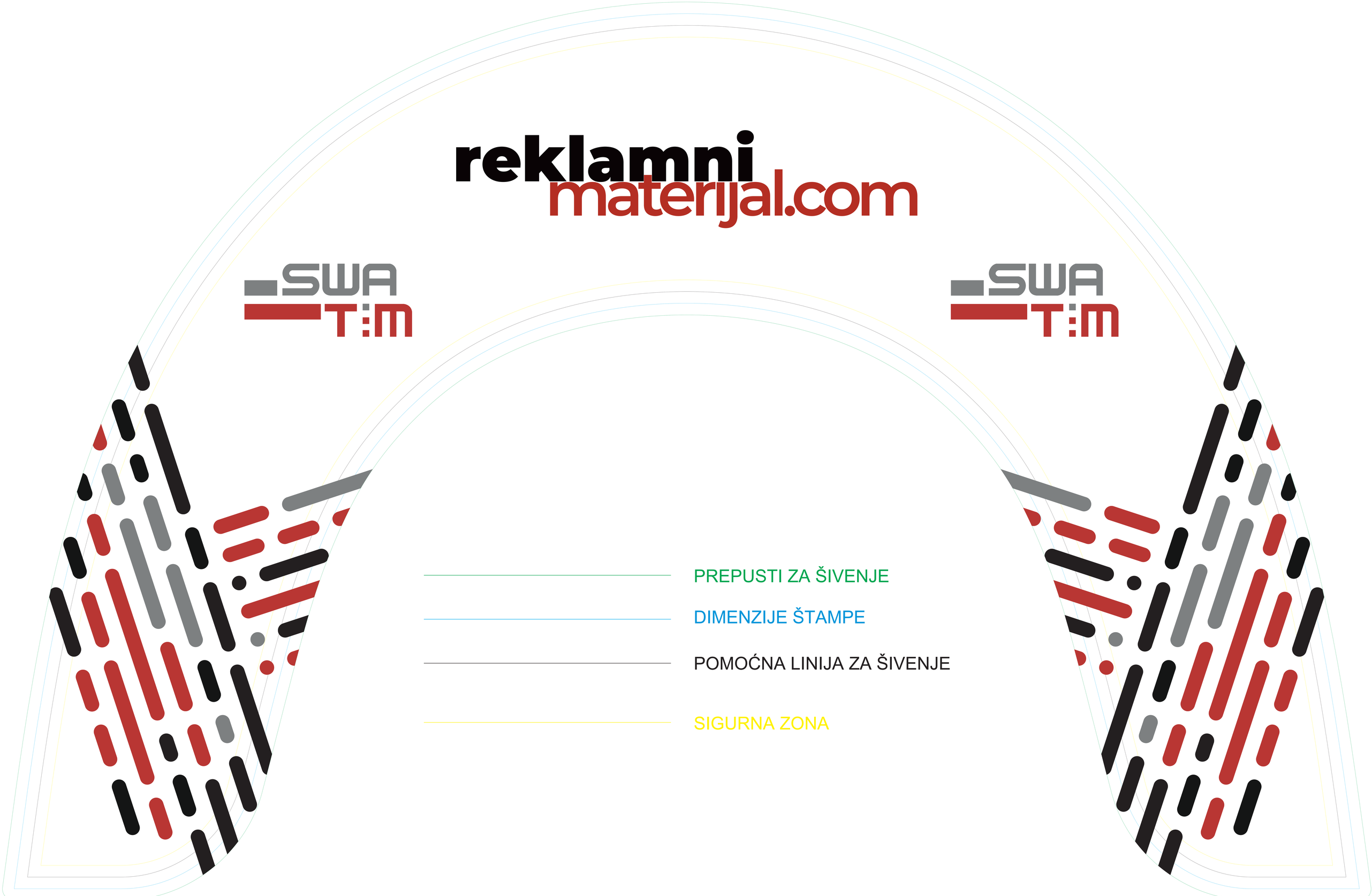reklamni materijal.com