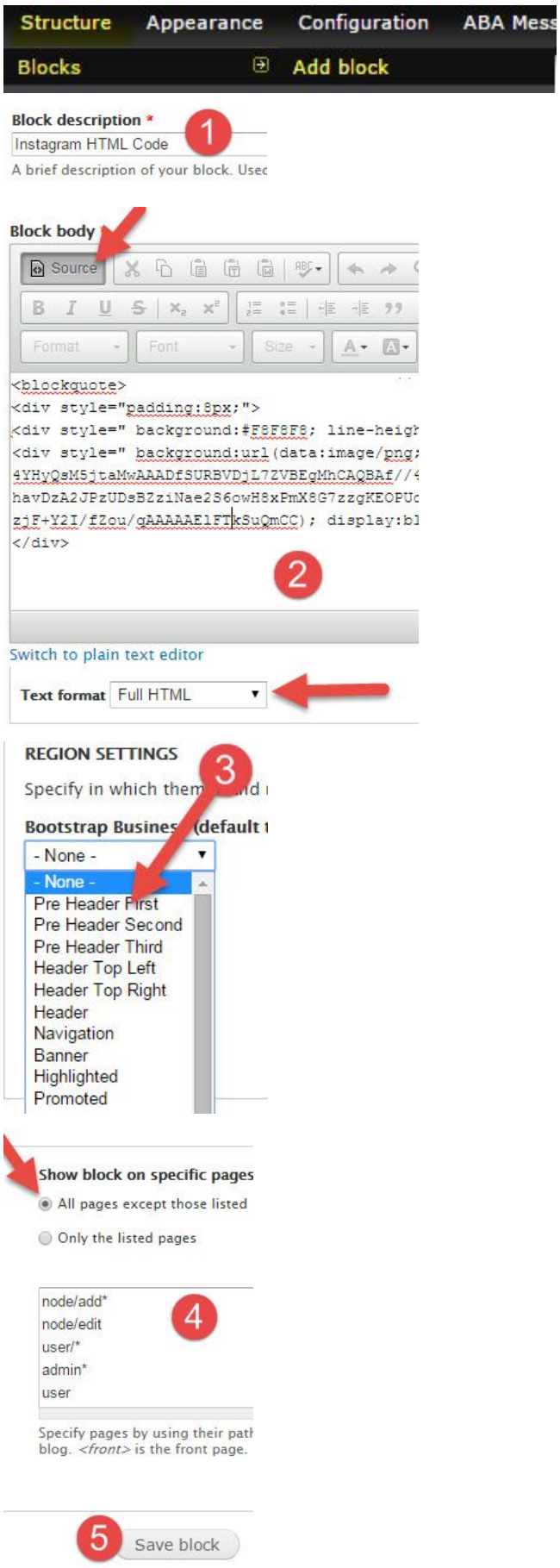PLACE THE HTML CODE ON YOUR SITE