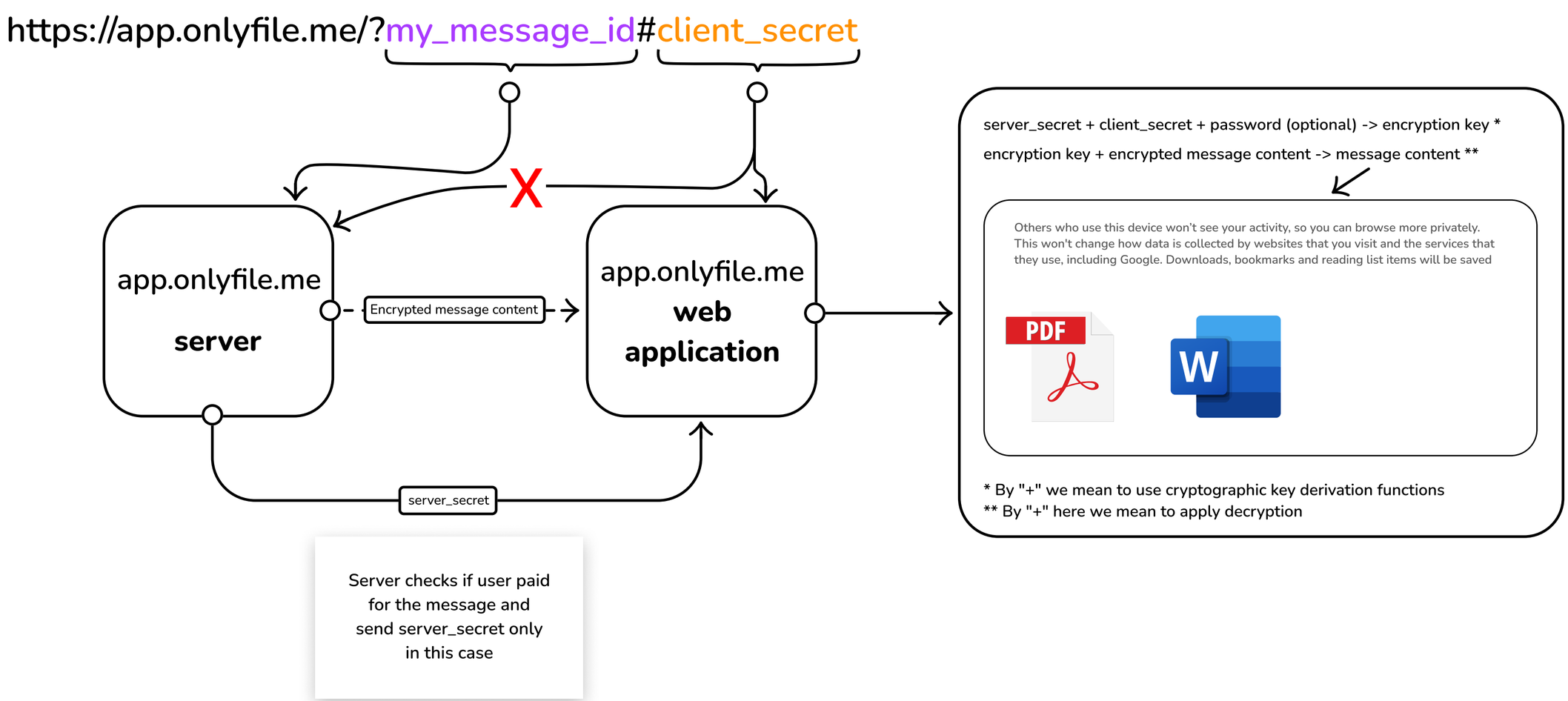How paid messages work: