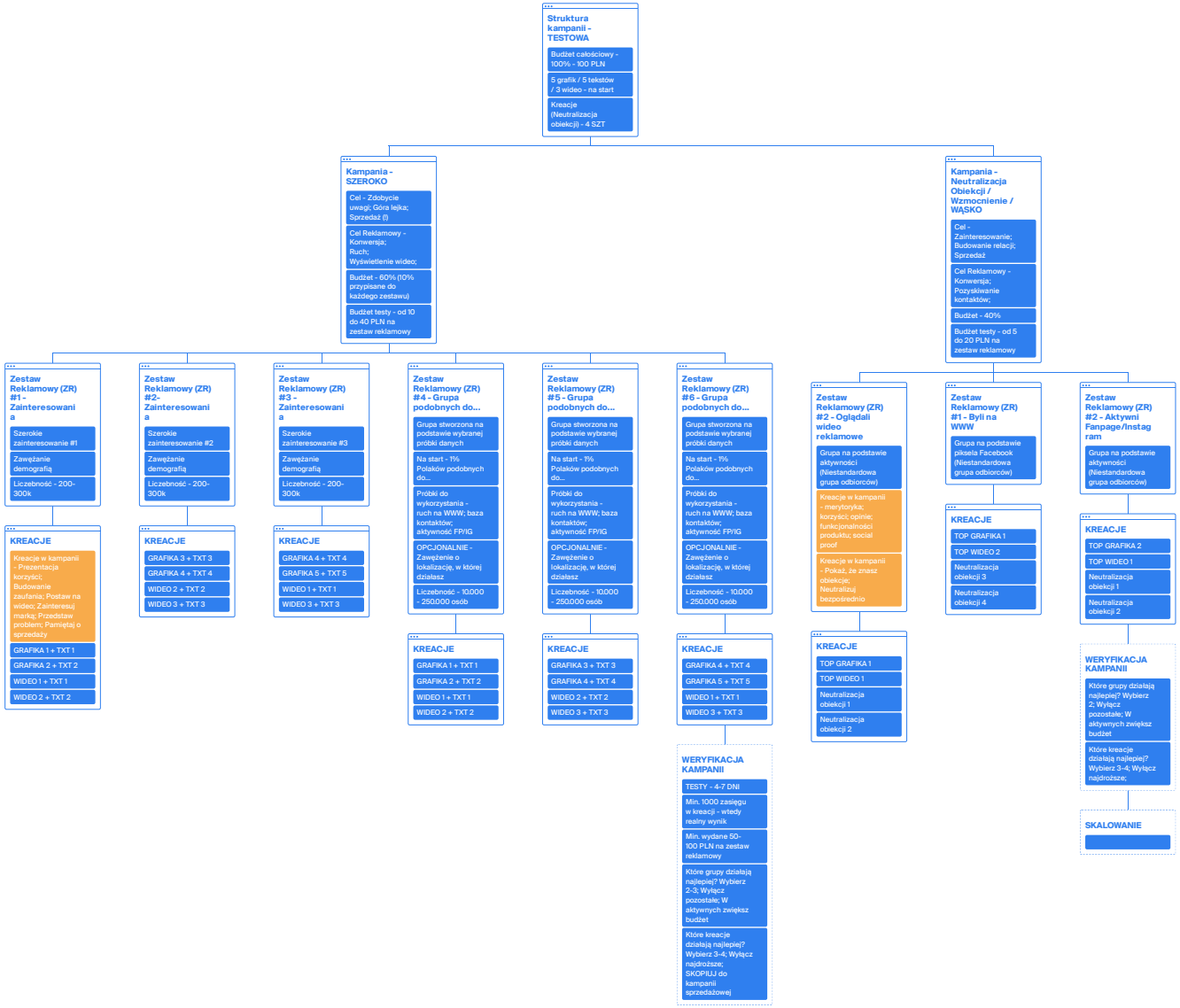Struktura Kampani - Schemat