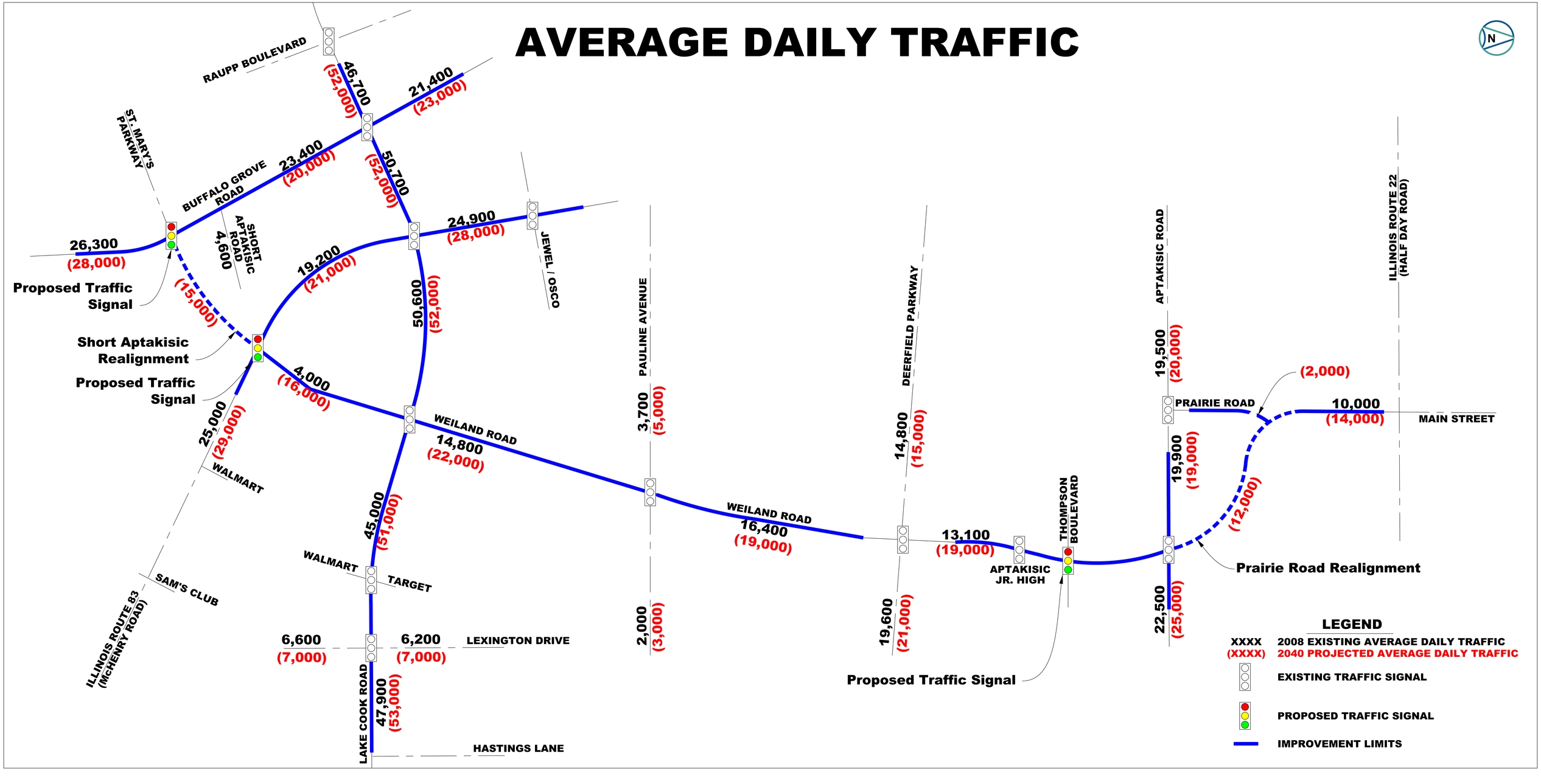AVERAGE DAILY TRAFFIC