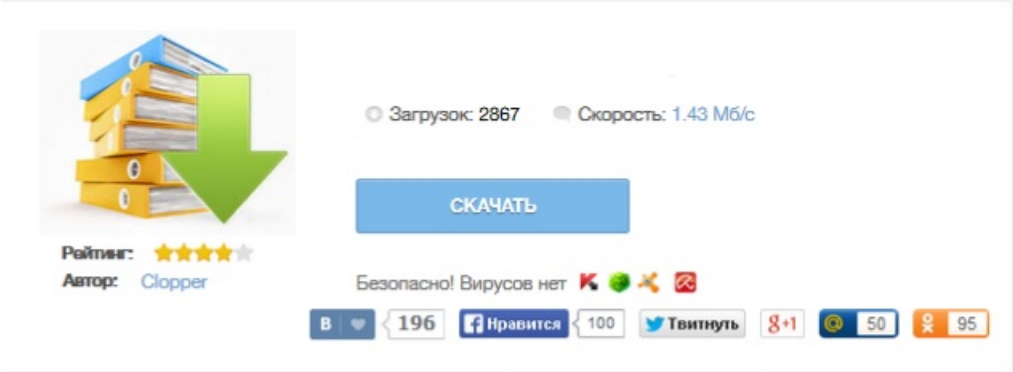поздравительный бланк купить