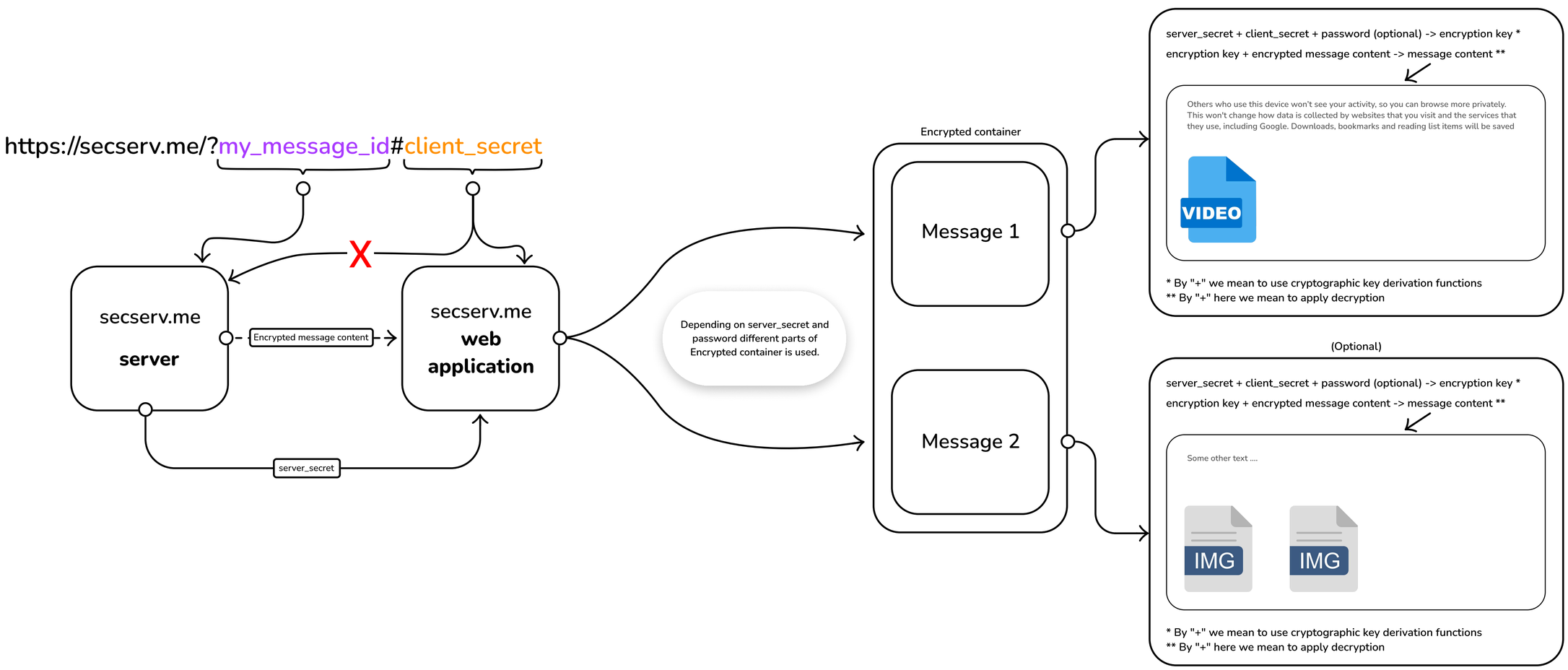How free messages work: