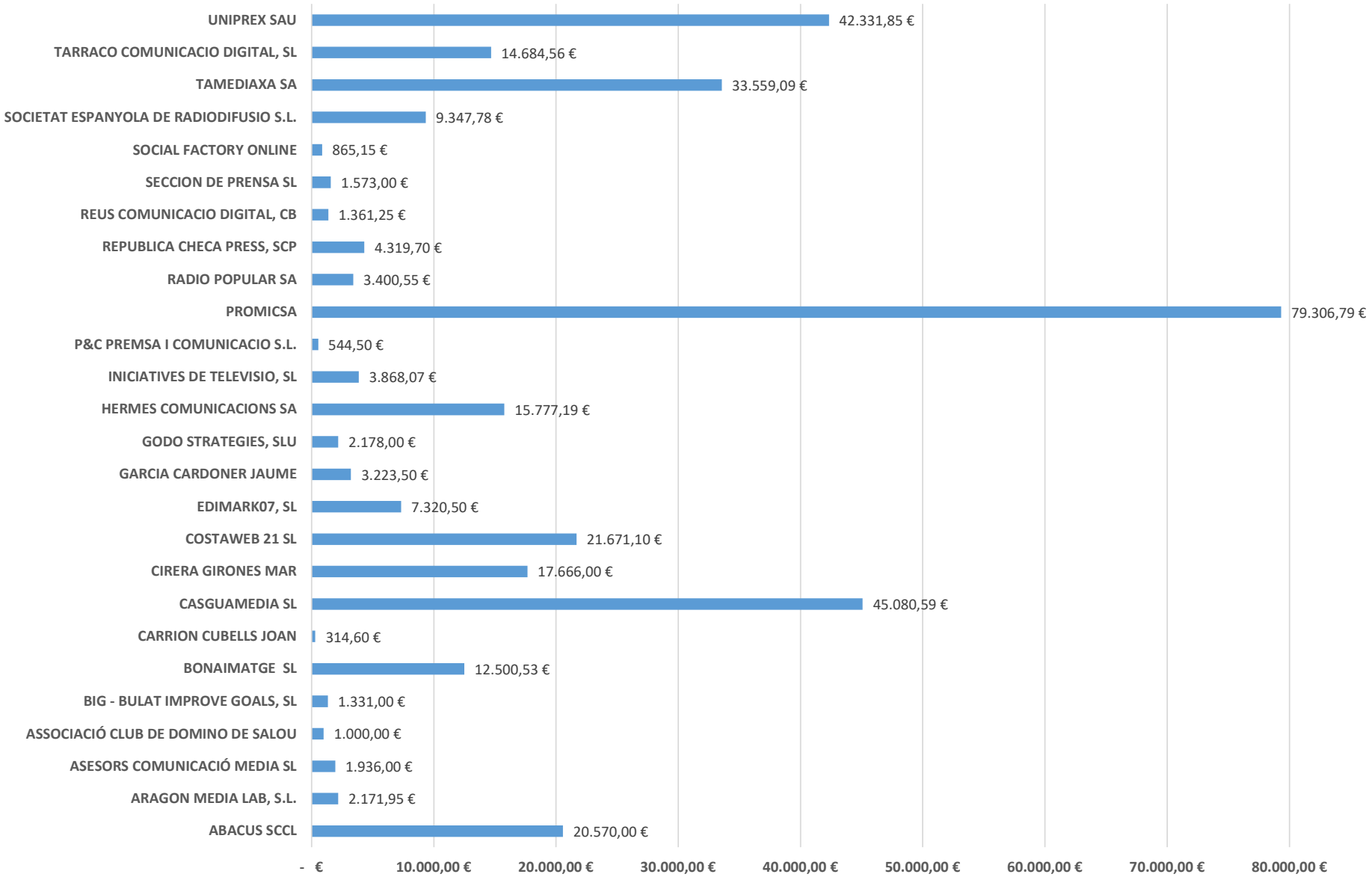Cost campanyes de publicitat segons mitjans