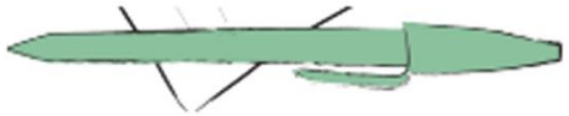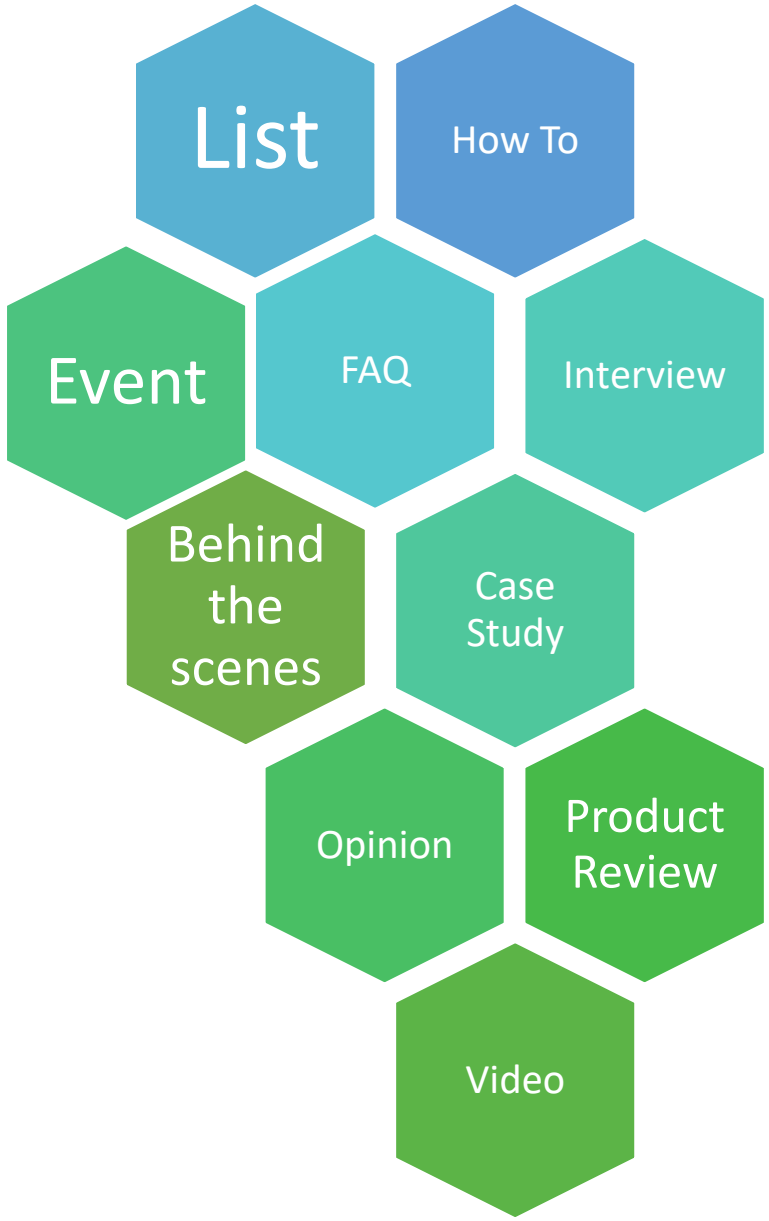TEN BLOG STYLES