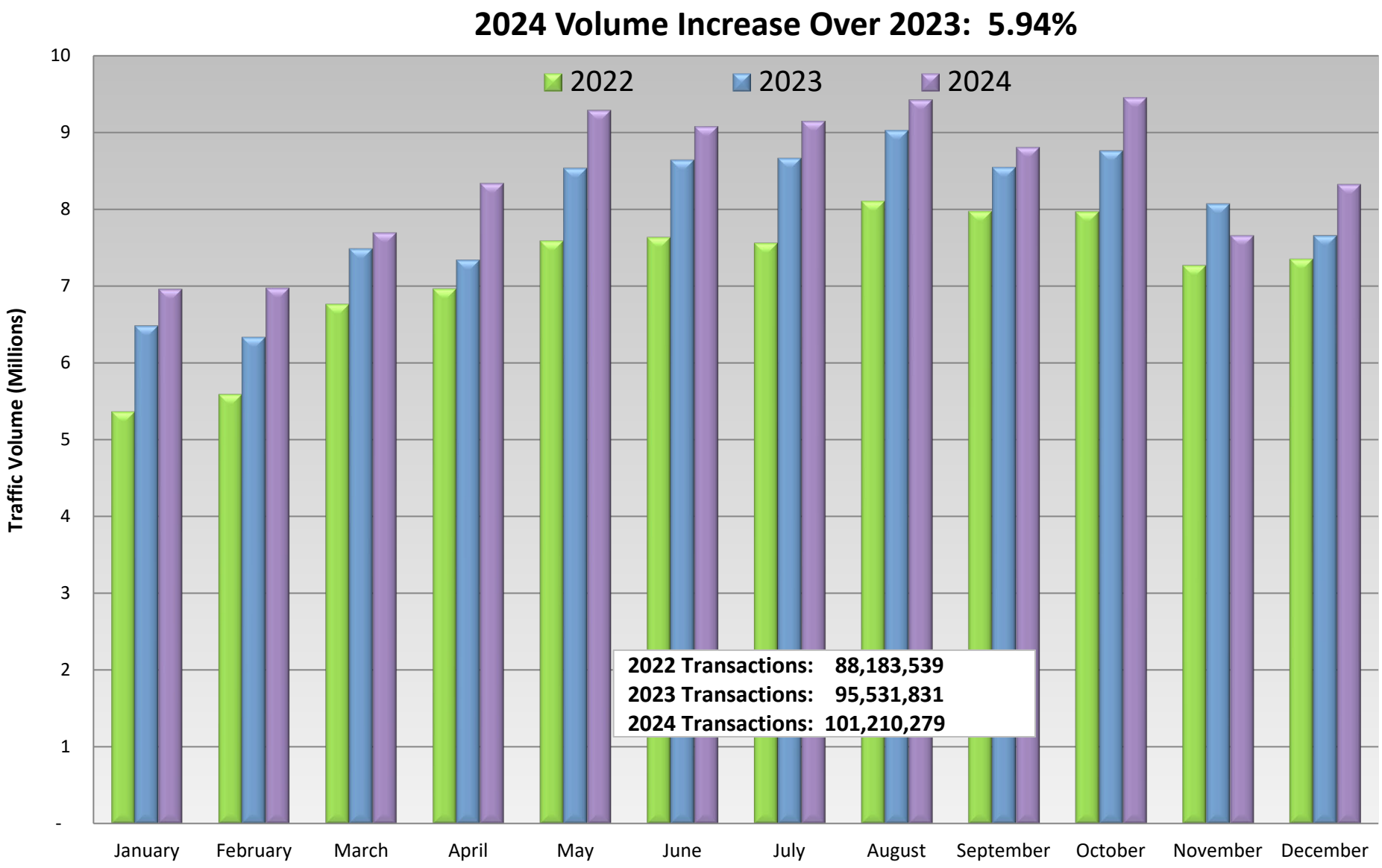Monthly Traffic Summary versus Prior Year