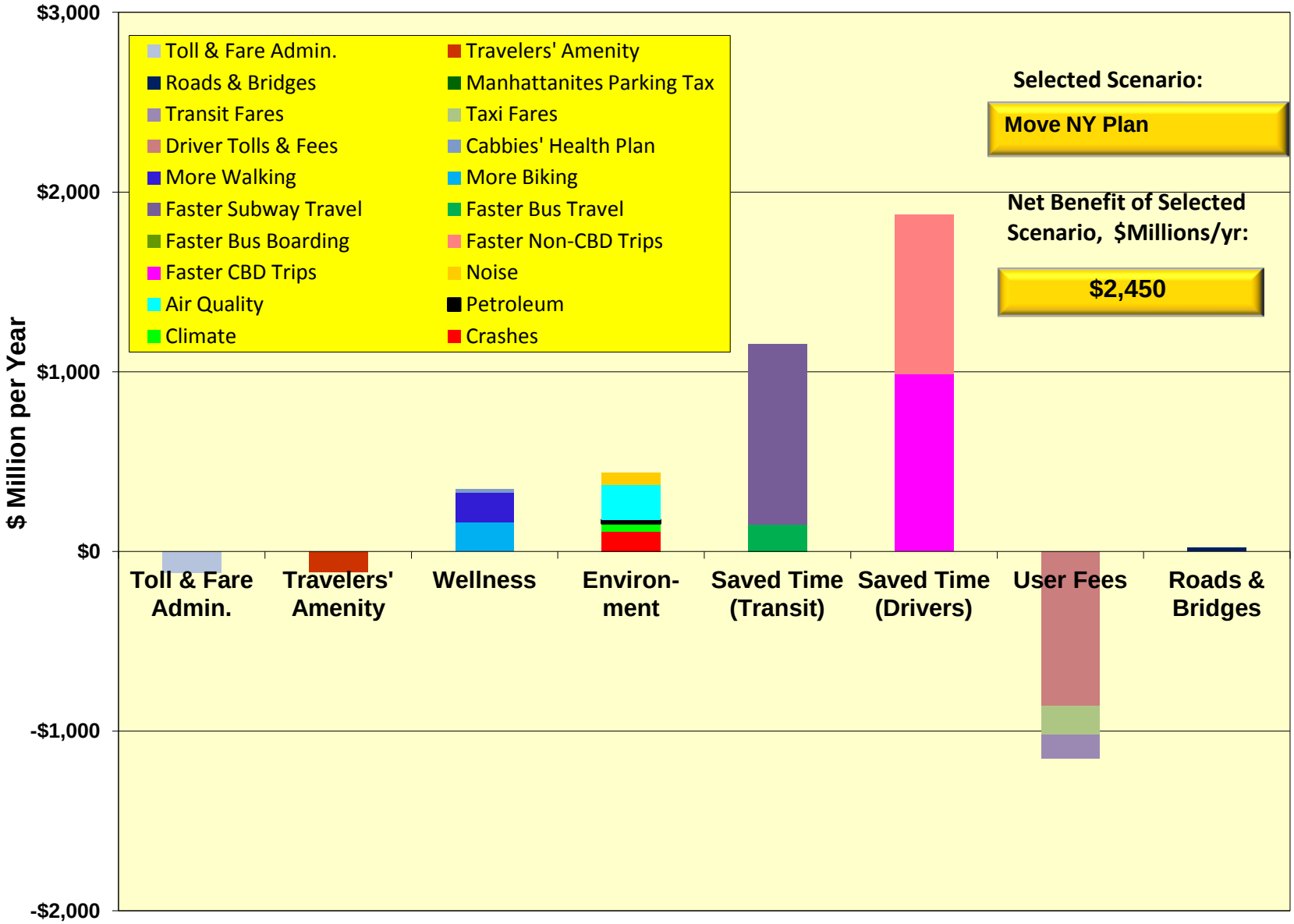Traffic Pricing Benefits and Costs