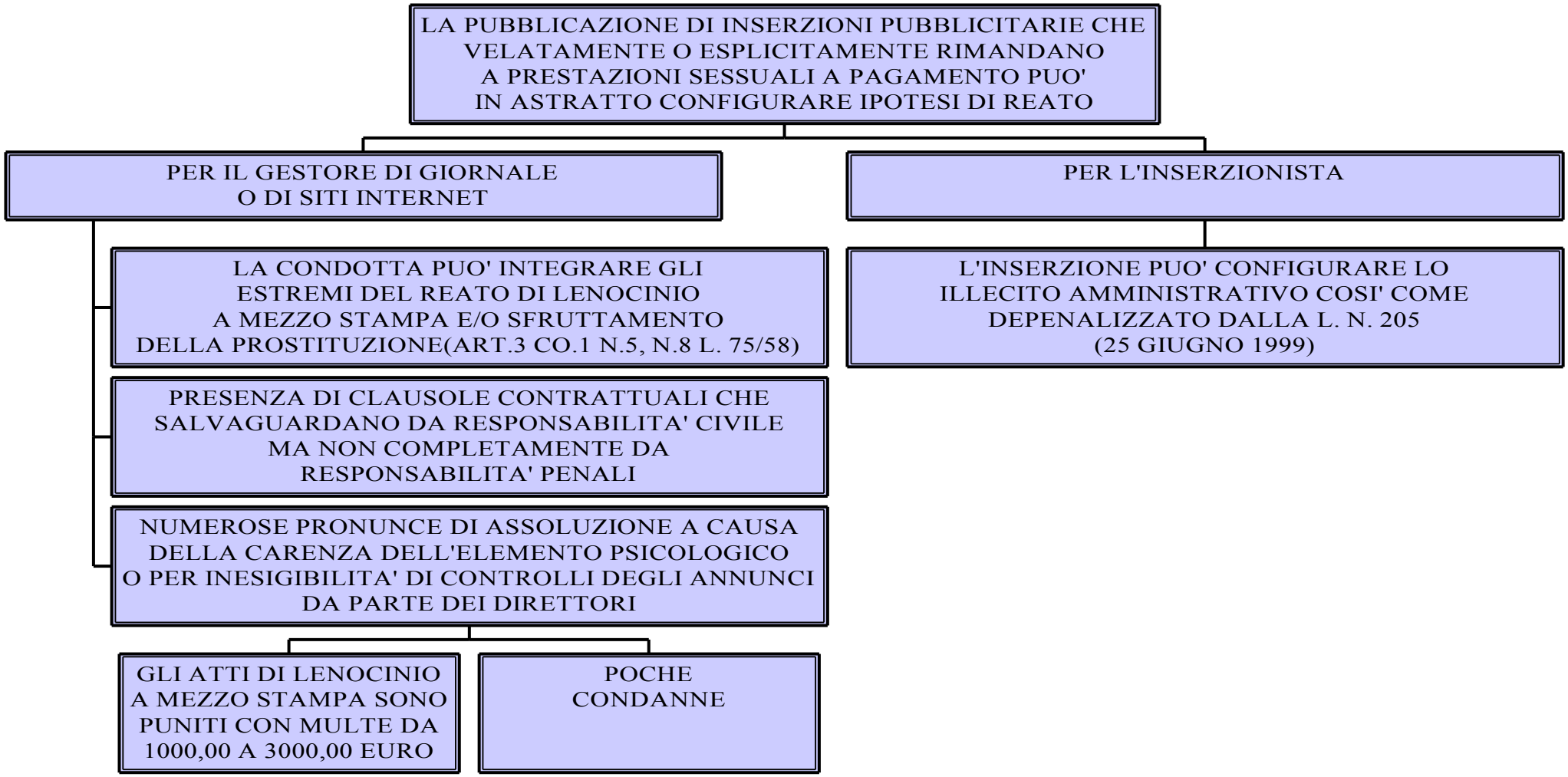5.1 LA NORMATIVA SULLE INSERZIONI PUBBLICITARIE CON RIFERIMENTO A PRESTAZIONI SESSUALI