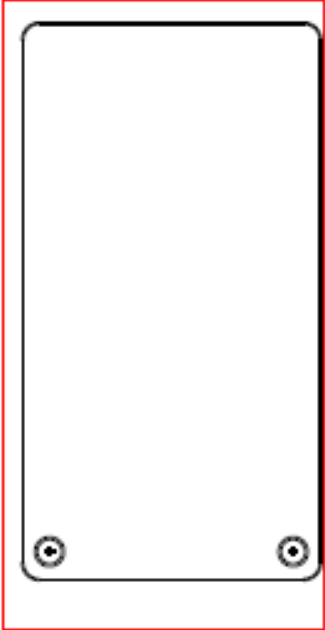label location: inside of the cover