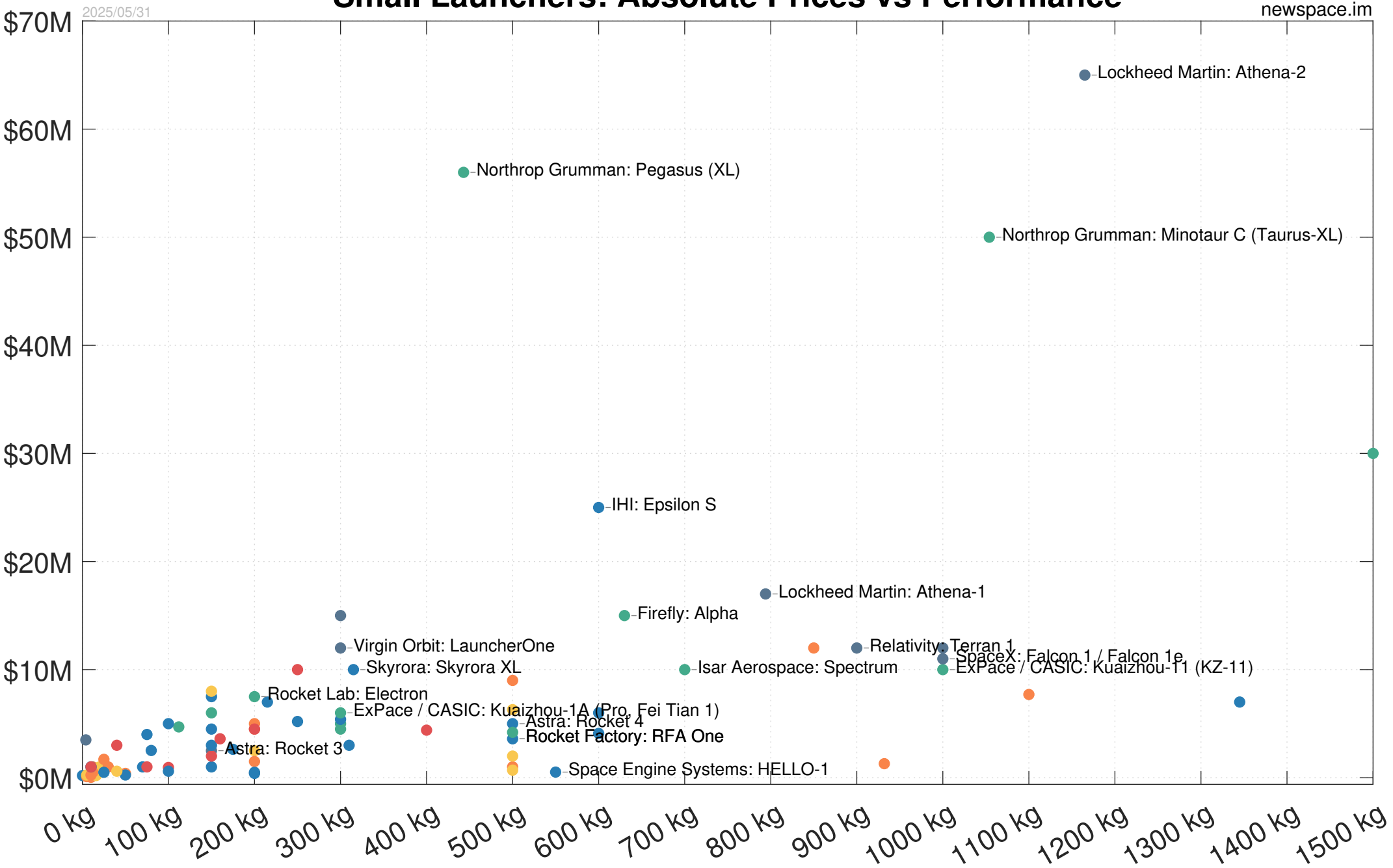Small Launchers: Absolute Prices vs Performance