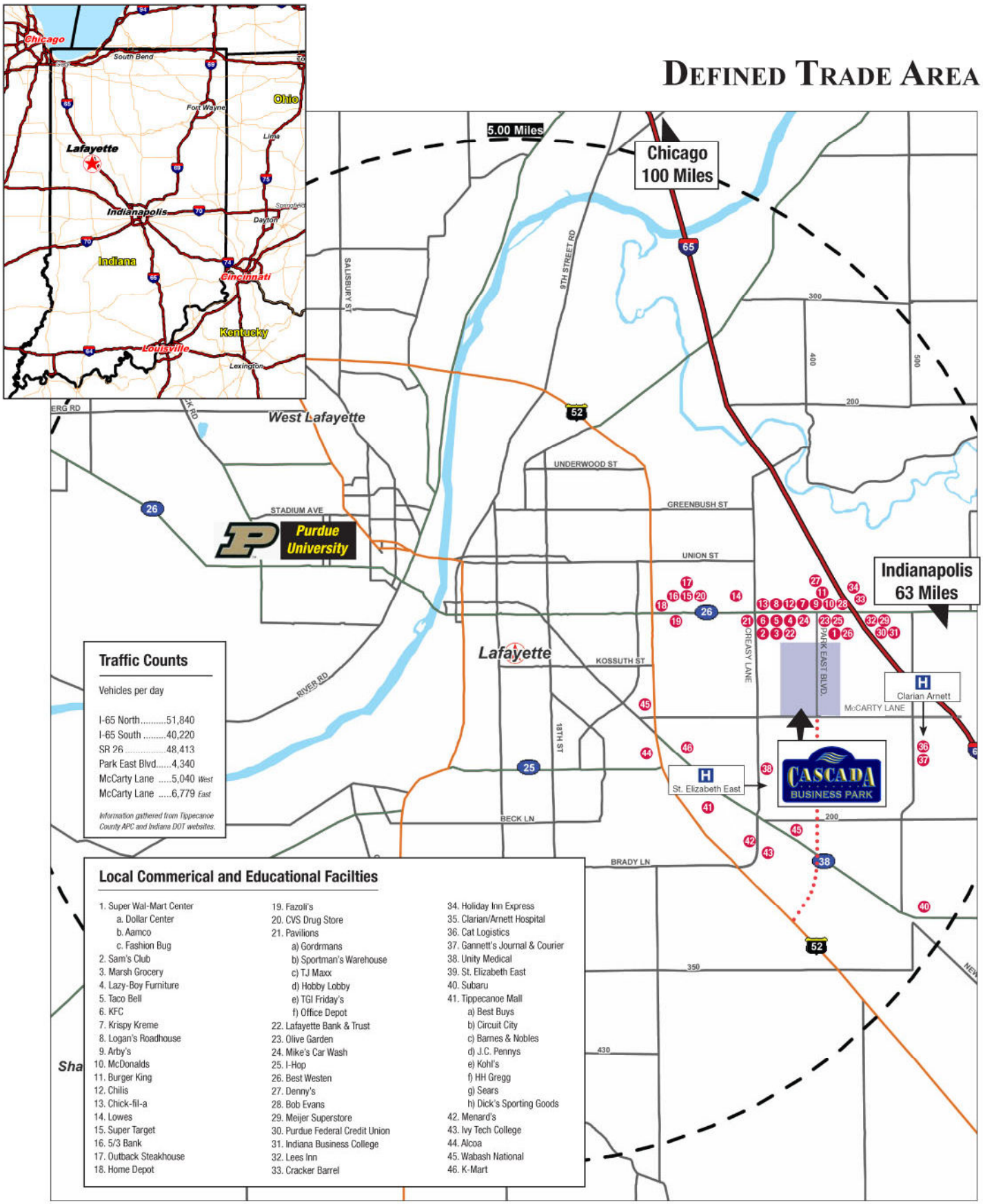Defined Trade Area