



Dear ACTRA Partner,

Re: Local and Regional Addendum – Letter of Continuance (LoC)

By signing below, you confirm your agreement as follows:

Your company will engage ACTRA members under the Local and Regional Addendum to the NCA (National Commercial Agreement) for the terms and conditions of the renewed NCA between ACTRA and the Association of Canadian Advertisers (ACA) which came into effect on June 1, 2025 until May 31, 2026.

Notwithstanding any provisions of the NCA, the Letter of Continuance is only valid and binding between ACTRA, ACA and your company, organization, or agency. It will not apply to any of your affiliates or subsidiary organization, or agency. You will not work with an entity that is not a client of your company or perform work on behalf of any entity that ACTRA deems as part of the current labour dispute. This includes work for, or on behalf of any entity that ACTRA determines is an engager involved in the labour dispute as well as any business, corporation, or entity that ACTRA determines is a related employer or an entity created to assist in engaging ACTRA Performers during a work disruption. Prior to engaging any ACTRA Performer you will provide ACTRA with all the required information as set out in the NCA to ACTRA in a timely manner, as well as information regarding the client for whom you are engaging ACTRA Performers and any agencies involved in the commercial.

This Letter of Continuance, once executed, will constitute a binding obligation to the current Addendum by the signatory in relation to the production of commercials by the signatory or any companies that it now or in the future controls or manages, limited only in the following specific manner:

ADVERTISER: _____ PRODUCER: _____
PRODUCTION NAME(S): _____
LOCATION: _____ DATE(S) OF PRODUCTION: _____
COMPANY NAME: _____
ADDRESS: _____
CITY: _____ PROVINCE: _____ POSTAL CODE: _____
EMAIL: _____ TEL: _____

SIGNED ON BEHALF OF:

SIGNATURE

TYPE NAME AND TITLE

DATE (DAY/MONTH/YEAR)