

ACTRA

May 13, 2025

Re: Ratification of Tentative National Commercial Agreement (NCA)

Dear Eligible Voter,

Following negotiations with the Association of Canadian Advertisers (ACA), your ACTRA NCA Bargaining Committee has successfully negotiated a renewal of the National Commercial Agreement for a one-year term, from May 31, 2025, to May 31, 2026.

In addition to renewing the terms and conditions of the NCA, this renewed agreement includes a 3% general wage increase across all NCA rates. We also secured a Letter of Understanding on Artificial Intelligence — a vital step in addressing the rapid changes AI is bringing to the commercial industry.

We thank ACTRA's incredible NCA Bargaining Committee — our team of members who work in commercials — for your solidarity. At the same time, ACTRA is actively fighting to end the lockout of ACTRA commercial performers imposed on us by the Institute of Canadian Agencies (ICA). We stand on the shoulders of the members who built this union 82 years ago, and we will not let anyone break us.

ACTRA's NCA Bargaining Committee and National Executive unanimously support this renewal agreement and strongly encourage you to vote **YES** to ratify.

Please cast your vote before 12:00 AM ET on May 27, 2025.

In solidarity,

A stylized, handwritten signature in blue ink, appearing to be 'E Noble'.

Eleanor Noble
ACTRA National President

A handwritten signature in blue ink that reads 'Marie Kelly'.

Marie Kelly
ACTRA National Executive Director & Lead Negotiator