

ACTRA

May 18, 2023

Re: Ratification of tentative National Commercial Agreement

Dear Eligible Voter,

Following in-person and virtual 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 1- year term from June 1, 2023 to May 31, 2024. ACTRA's NCA Negotiating Committee and National Council unanimously support the renewal agreement and urge you to vote YES to ratify.

This agreement provides much needed stability and work opportunities for ACTRA members while we continue efforts to end the lock-out by ICA member agencies and work to simplify and modernize the NCA. In addition to renewing the terms and conditions of the NCA, this agreement includes a general wage increase of 2% and a pilot project on a simplified residual option in addition to the existing use rates in the NCA.

We thank our incredible bargaining team of members who work in commercials, leaders, volunteers - all members - for your solidarity. We stand on the shoulders of the members who built this union 80 years ago and we will not let anyone break us.

Work continues on ending the lockout imposed on us by the Institute of Canadian Agencies (ICA).

ACTRA's National Council has reviewed the new agreement and unanimously recommends approval. On behalf of the National Council and the NCA Bargaining Committee, we ask you to vote YES to ratify this renewed agreement.

The ACTRA National Council has extended the voting period by 14 days in order provide members with time to review the terms of the tentative agreement.

Please vote YES before 9 AM ET on June 15, 2023.

In solidarity,



Eleanor Noble
ACTRA National President



Marie Kelly
ACTRA National Executive Director & Lead Negotiator