ACTRA

November 16, 2026

**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 reached tentative terms to renew the National Commercial Agreement (NCA) covering the date of ratification to May 31, 2027.

Your Bargaining Committee secured a 2.5% general wage increase with an additional increase to digital media use rates.

Members who are eligible to vote will receive follow-up emails with details about the tentative agreement and instructions on how to vote. The ratification vote will take place from **November 16 to November 30, 2026.**

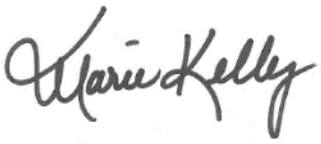
ACTRA's NCA Bargaining Committee and National Executive unanimously endorse this tentative agreement and strongly encourage you to vote **YES** to ratify.

**Please cast your vote before 12:00 p.m. ET on Monday, November 30, 2026.**

Thank you for your support and engagement.

In solidarity,





Eleanor Noble
ACTRA National President

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