National Commercial Agreement Renewal: Frequently Asked Questions

Quick Facts:

General Wage Increase: 2.5%
New to this Tentative Agreement: Additional Digital Media Use Increase
Duration of Tentative Agreement: From ratification date through May 31, 2027
Status of the ICA Lockout: Continues
Voting Period: November 16, 2026, at 12PM ET until November 30, 2026, at 12PM ET

ACTRA and the Association of Canadian Advertisers (ACA) have reached a tentative agreement to renew the National Commercial Agreement (NCA). ACTRA is now asking eligible members to vote on the proposed terms of settlement.

Below are answers to key questions about the tentative agreement, who is eligible to vote, and how to cast your ballot.

About the Tentative Agreement

Q: What is the proposed NCA renewal?
A: ACTRA and the Association of Canadian Advertisers (ACA) have reached tentative terms to renew the National Commercial Agreement covering the period of ratification to May 31, 2027, subject to successful ratification.

Q: What gains did we get through bargaining?
A: ACTRA's Bargaining Committee secured the following gains:

- A 2.5% general wage increase to all minimum fees and rates.
- An additional Digital Media Use increase of 8% applies to all Use period rates (1 Year, 6 Month, 45 Day) under Article1820(a) made for **Digital Media** productions as follows:

Performance Category	Digital Media Use increase for 1 Year Use
Principal/ Solo Singer (on Camera)	$115.33
Silent on Camera	$115.33
Voice-Over/Solo Singer (off-Camera)	$83.03
Group Singer	$34.60

- Similarly, an additional Digital Media Use increase of 8% applies to all Use period rates (1 Year, 6 Month, 45 Day) under Addendum No. 1: Local and Regional Commercials - Article 803, made for **Digital Media** productions as follows:

Performance Category	Regional Category and Digital Media Use Increase			
1 Year Use	1	2	3	4
Principal/Solo Singer (on-camera)	$80.55	$68.85	$ 61.50	$93.75
Silent on Camera	$77.60	$66.75	$ 58.60	$93.75
Voice-Over/Solo Singer (off-camera)	$32.40	$28.95	$ 28.95	$68.05
Group Singer	$ 29.70	$29.70	$ 29.70	$29.70

Q Why is this a rollover renewal?
A: A rollover renewal helps provide stability for the commercial industry while maintaining continued work opportunities for ACTRA members with engagers.

Q: Who are the parties involved in the NCA renewal?
A: The renewal continues the agreement between ACTRA and the Association of Canadian Advertisers (ACA).

Will this renewed agreement end the lockout with the ICA?
No. This NCA tentative renewal agreement is with the Association of Canadian Advertisers (ACA). ACTRA members who work on commercials have been locked out by the Institute of Canadian Agencies (ICA) since April 26, 2022.

ACTRA continues to fight to end the lock-out, including at the Ontario Labour Relations Board. ACTRA remains committed to returning to the bargaining table at any time.

Q: Has ACTRA endorsed the tentative agreement?
A: Yes. ACTRA's National Executive, the union's governing body made up of member representatives from every ACTRA Branch, has unanimously endorsed the tentative agreement. ACTRA's NCA Bargaining Committee and National Executive encourage eligible members to vote YES to ratify.

Q: Does Artificial Intelligence (AI) form part of this NCA extension?
A: No. AI terms and conditions are not included in this NCA extension. In the intervening period, we encourage members to speak with their branches about an AI rider.

Eligibility to Vote

Q: Who is eligible to vote?
A: For this vote, ACTRA's National Council has approved broader member participation in NCA ratification votes during the ongoing lockout.

This expands voting eligibility to include performers who worked under the current and two preceding ACA-ACTRA NCA agreements, covering June 1, 2023, to September 30, 2026.

The intent is to reflect the usual three-year term of a commercial agreement and give performers whose commercial work has been affected by the lockout a broader opportunity to participate in the ratification process.

Q: When does voting take place?
A: The online ratification vote opens Monday, November 16, 2026, at 12:00 p.m. ET and closes Monday, November 30, 2026, at 12:00 p.m. ET.

Q: How will I know if I am eligible to vote?
A: Eligible members will receive direct emails from ElectionBuddy with information about the tentative agreement and the instructions on how to vote. Unique voting access keys will be emailed to eligible voters who have an email address on file with ACTRA.

How to Vote Online

Q: How does the online voting process work?
A: Voting will take place online through ElectionBuddy. Follow these three steps to cast your ballot:

1. Watch for your ElectionBuddy email. When voting opens on Monday, November 16, 2026, at 12:00 p.m. ET, you will receive an email from: invitations@mail.electionbuddy.com. We recommend adding this address to your contacts to help prevent the email from being filtered into your spam or junk folder.
2. Access your ballot. Your email will contain a unique access key in the form of a secure, personalized hyperlink. Click the link to access the online voting site.
3. Enter your ACTRA Member Number exactly as it appears on your ACTRA membership card, including the hyphen (XX-XXXXX), and click Submit. You will then be prompted to cast your vote.

Q: What if I don't receive my ElectionBuddy email?
A: First, check your spam and junk folders for an email from invitations@mail.electionbuddy.com. If you still cannot locate your voting invitation, contact ElectionBuddy's Help Desk at actra@electionbuddy.com.

Q: Who do I contact if I have questions about the online voting process?
A: ElectionBuddy's Help Desk is available Monday to Friday at: actra@electionbuddy.com

Q: When will the results be announced?
A: Voting closes on Monday, November 30, 2026, at 12:00 p.m. ET. ElectionBuddy will deliver the results to ACTRA's National Council, and the results will subsequently be shared with ACTRA members by email.

Q: Where can I find more information about the NCA tentative agreement?
A: Eligible members will receive an email with access to the online voting materials, which includes: Letter to Eligible Voters; Memorandum of Agreement (MOA); and Frequently Asked Questions (FAQs). All materials will be available in English and French. Members are encouraged to review these materials before casting their ballots.