



April 27, 2010

ACTRA – ICA/ACA Bulletin
National Commercial Agreement (NCA) 2008 – 11
Article 1820 b (i) and, Local & Regional Addendum #1: Article 803 b (i)
Broadcast Commercials Used in New Media (Move-Over)

ACTRA and its industry partners, the Association of Canadian Advertisers and the Institute of Communication Agencies have agreed upon the following clarifications with respect to the above-quoted Articles of the 2008-11 NCA.

The current language:

Broadcast Commercials Used in New Media (Move –over): *The advertiser involved in the production of a commercial produced for broadcast on television or radio may use that commercial on a single page of only one of the advertiser’s websites that it controls at no additional cost, strictly for and identified by means of a super, “reference only – do not download”. The maximum resolution and display of such commercial shall not exceed 320 by 240 pixels.*

Clarifications:

- In addition to the language above, ACTRA and ICA/ ACA have further clarified and agreed that an advertiser’s commercial cannot be displayed on the homepage of the advertiser’s website.
- As well, the required super, “reference only – do not download” must overlay the visuals of the commercial and must remain visible for the duration of the commercial.

Should you have any questions on this Bulletin, do not hesitate to contact your local ACTRA office or, Winnie Alford, Advisor of Talent Issues, ICA/ACA.

Please distribute this Bulletin to all production personnel.



Alliance of Canadian Cinema, Television and Radio Artists

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