

Date: August 26, 2020

**GENERAL AGREEMENT FOR
COMMERCIAL ANNOUNCEMENTS
April 1, 2015-March 31, 2020**

EXTENDED UNTIL JANUARY 31ST, 2021

It is agreed to by ACA, ICA and CFM to extend the current agreement
that expired on March 31, 2020.

For this extension rates will remain the same.

Agreed to by:



Driving
Marketing
Success



INSTITUTE OF
COMMUNICATION
AGENCIES



Alan Willaert
Vice President from
Canada, AFM

Ron Lund
President and CEO

Scott Knox
President and CEO

A handwritten signature in black ink, appearing to read 'Ron Lund', written over a horizontal line.

A handwritten signature in black ink, appearing to read 'Scott Knox', written over a horizontal line.

A handwritten signature in black ink, appearing to read 'Alan Willaert', written over a horizontal line.