

**DIRECTORS GUILD OF AMERICA, INC.**

**and**

**ASSOCIATION OF INDEPENDENT  
COMMERCIAL PRODUCERS, INC.**

**NATIONAL COMMERCIAL AGREEMENT**

**OF 2011**

**THIS AGREEMENT** made and entered into in the City of New York, State of New York dated as of December 1, 2011, by and between the **DIRECTORS GUILD OF AMERICA, INC.** a California non-profit membership corporation (hereinafter referred to as the “Guild” or “DGA”), with principal offices at 7920 Sunset Boulevard, Hollywood, CA 90046, and at 110 West 57<sup>th</sup> Street, New York, New York 10019 and the **ASSOCIATION OF INDEPENDENT COMMERCIAL PRODUCERS, INC.** located at 3 West 18<sup>th</sup> Street 5<sup>th</sup> Floor, New York, New York 10011 on behalf of certain of its television commercial production companies (hereinafter referred to as the “Producer” or the “Employer”).

**WITNESSETH:**

WHEREAS the Producer is engaged in the Television Commercial Industry within the Motion Picture Industry and, in connection therewith, utilizes the services of Directors, Unit Production Managers and First and Second Assistant Directors; and

WHEREAS the Guild is a duly accredited organization and representative of Directors, Unit Production Managers and First and Second Assistant Directors (herein collectively referred to as “the bargaining unit”) employed specifically but without limitations in the production of allied forms of communication, advertising and entertainment; and

WHEREAS the parties recognize the artistic nature of the work of the members of the bargaining unit and desire that their contribution to the welfare and progress of the Television Commercial Industry be duly recognized;