

Spain-Madrid: Advertising services

OJ S 1/2017 03/01/2017

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Economía y Competitividad

Postal address: Paseo de la Castellana, 162

Town: Madrid

Postal code: 28046

Country: Spain

Contact person: Junta de Contratación del Ministerio de Economía y Competitividad

E-mail: junta.contratacion@mineco.es

Telephone: +34 916037638

Fax: +34 915835420

Internet address(es):Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QRp7HFbAWiIQK2TEfXGy%2BA%3D%3D>**Additional information can be obtained from:**

Official name: Secretaría General del Tesoro y Política Financiera

Postal address: Paseo del Prado, nº 6

Town: Madrid

Postal code: 28014

Country: Spain

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Junta de Contratación del Ministerio de Economía y Competitividad

Postal address: Paseo de la Castellana, nº 162, planta 9ª, sala 9.39

Town: Madrid

Postal code: 28046

Country: Spain

E-mail: junta.contratacion@mineco.es

Telephone: +34 916037638

Fax: +34 916038851

Tenders or requests to participate must be submitted: Official name: Registro General del Departamento

Postal address: Paseo de la Castellana, nº 162, planta baja

Town: Madrid

Postal code: 28046

Country: Spain

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Las actuaciones contempladas en el apartado VI.2.v del PPT se realizarán en las dependencias de la Secretaría General del Tesoro y Política Financiera en el p.º del Prado, nº 6.

NUTS code ES España

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

II.1.6. CPV code(s)

79341000 Advertising services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 1 652 892,56 EUR

II.2.2. Information about options

Options: yes

Description of options: Sí, existe posibilidad de prórroga.

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Start 1.3.2017. Completion 30.9.2018

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía definitiva: 5 %.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Capacidad de obrar.

No prohibición para contratar.

No estar incurso en incompatibilidades.

Cumplimiento con las obligaciones con la Seguridad Social.

Cumplimiento con las obligaciones tributarias.

III.2.2. Economic and financial ability

Minimum level(s) of standards possibly required: — T1-3: Servicios de publicidad (igual o superior a 300 000 EUR e inferior a 600 000 EUR).

— Cifra anual de negocio. Descripción: Las empresas podrán acreditar su solvencia económica y financiera presentando certificado acreditativo de la clasificación señalada o justificando un volumen anual de negocios en el ámbito de actividad objeto del contrato, durante cada uno de los 3 últimos ejercicios, superior a tres veces el importe de licitación, lo que se acreditará presentando declaración del volumen anual de negocios en el curso de los tres últimos ejercicios.

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

— T1-3: Servicios de publicidad (igual o superior a 300 000 EUR e inferior a 600 000 EUR).

— Trabajos realizados. Descripción: Las empresas podrán acreditar su solvencia técnica a través de la clasificación señalada o, alternativamente, acreditando la realización de, al menos, 2 contratos de servicios prestados en una actividad igual o similar y de igual o superior importe, en los últimos 5 años, que incluya importe, fechas y destinatarios, públicos o privados, de los mismos.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Oferta económica. Weighting 49
2. Distribución de los valores del Tesoro: Plan de mantenimiento del canal de compra-venta. Weighting 3
3. Estrategia creativa internacional para 2017/2018. Weighting 20
4. Estrategia creativa nacional para 2017/2018. Weighting 20
5. Programa de trabajo. Weighting 6
6. Servicio de mejora y asesoramiento web. Weighting 2

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

J16.026.04

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 8.2.2017 - 14:30

IV.3.4. Time limit for receipt of tenders or requests to participate

8.2.2017 - 17:30

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 21.3.2017 - 10:30

Place: Postal address: Paseo de la Castellana, nº 162, planta 9ª, sala 9.39

Town: Madrid

Postal code: 28046

Country: Spain

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

29.12.2016