

Spain-Madrid: Advertising services**OJ S 3/2020 06/01/2020****Contract award notice****Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AENA S. M. E., S. A.

National registration number: A-86212420

Postal address: C/ Peonías, 12, Registro General

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28042

Country: Spain

Contact person: Dirección de Contratación

E-mail: tramitacion_expedientes@aena.es

Telephone: +34 913212710

Fax: +34 913212712

Internet address(es):Main address: <https://www.aena.es>**I.4. Type of the contracting authority**

Other type: Sociedad mercantil estatal

I.5. Main activity

Other activity: Actividad aeroportuaria

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicio de compra de espacios en medios de comunicación para la difusión de campañas publicitarias de informaciones institucionales de AENA

Reference number: DCP-256/2019

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de compra de espacios en medios de comunicación para la difusión de campañas publicitarias de informaciones institucionales de AENA.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 7 321 503,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES300 Madrid

NUTS code: ES España

Main site or place of performance: España.

II.2.4. Description of the procurement

Servicio de compra de espacios en medios de comunicación para la difusión de campañas publicitarias de informaciones institucionales de AENA.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 124-303035](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Servicio de compra de espacios en medios de comunicación para la difusión de campañas publicitarias de informaciones institucionales de AENA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2019

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Mindshare Spain, S. A. U.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 7 321 503,00 EUR

Total value of the contract/lot: 7 321 503,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8ª planta

Town: Madrid

Postal code: 28071

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 913491319

VI.5. Date of dispatch of this notice

02/01/2020