

Spain-Pozuelo de Alarcón: Advertising services

OJ S 4/2024 05/01/2024

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ayuntamiento de Pozuelo de Alarcón. Junta de Gobierno Local

National registration number: P2811500D

Postal address: Plaza Mayor, nº 1

Town: Pozuelo de Alarcón

NUTS code: ES España

Postal code: 28223

Country: Spain

E-mail: contratacion@pozuelo.madrid

Telephone: +34 914522709/914522740

Fax: +34 913515592

Internet address(es):Main address: www.pozuelodealarcon.orgAddress of the buyer profile: <https://contrataciondelestado.es>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://contrataciondelestado.es>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Servicio de difusión de campañas institucionales y anuncios oficiales en medios de comunicación social

Reference number: 2023/PA/022

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de difusión de campañas institucionales y anuncios oficiales en medios de comunicación social

II.1.5. Estimated total value

Value excluding VAT: 219 977,96 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Lote 1- Medios Locales y Comarcales

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Servicio de difusión de campañas institucionales y anuncios oficiales en medios de comunicación social

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 54 994,49 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Prorrogable por un periodo de hasta un año de duración.

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Lote 2 - Medios Regionales, Nacionales y Redes Sociales
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Servicio de difusión de campañas institucionales y anuncios oficiales en medios de comunicación social.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 54 994,49 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Prorrogable por un periodo de hasta un año de duración.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information**

III.1. Conditions for participation**III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 01/02/2024 Local time: 13:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 07/02/2024 Local time: 12:00

Place:

Fecha sujeta a cambios que se publicará en la Plataforma de Contratación con una antelación de 48 horas

<https://contrataciondelestado.es>

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de la Contratación Pública de la Comunidad de Madrid

Town: Comunidad de Madrid

Country: Spain

VI.5. Date of dispatch of this notice

02/01/2024