

Spain-Madrid: Advertising campaign services

OJ S 12/2018 18/01/2018

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Museo Nacional del Prado

National registration number: Q2828018H

Postal address: C/ Ruiz de Alarcón, 23, planta baja

Town: Madrid

Postal code: 28014

Country: Spain

Internet address(es):

General address of the contracting authority: www.museodelprado.es

Additional information can be obtained from:

the abovementioned address

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

the abovementioned address

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

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Recreation, culture and religion

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

Servicio de Agencia de Medios 2018-2019 para compra de espacios en los medios de comunicación social para las campañas publicitarias de exposicioines temporales y otros proyectosdel Museo Nacional del Prado

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

Services

Service category No 13: Advertising services

NUTS code ES3 Comunidad de Madrid

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

Ver PCAP.

II.1.6. CPV code(s)

79341400 Advertising campaign services

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

12 meses.

Estimated value excluding VAT: 1 576 859,40 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

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

Duration in months: 12 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Ver PCAP.

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

Ver PCAP.

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

Ver PCAP.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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: Ver PCAP.

III.2.2. Economic and financial ability

List and brief description of conditions: Ver PCAP.
Minimum level(s) of standards possibly required: Ver PCAP.

III.2.3. Technical and professional ability

List and brief description of conditions:
Ver PCAP.
Minimum level(s) of standards possibly required:
Ver PCAP.

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

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

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

17AA0732

IV.3.2. Previous publication concerning this procedure

no

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: 23.2.2018 - 14:00
Payable documents: no

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

26.2.2018 - 14:00

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: 9.3.2018 - 10:00

Place:

C/ Ruiz de Alarcón nº 23, planta baja. 28014 Madrid.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Libre acceso.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ver PCAP

Body responsible for mediation procedures

Official name: Ver PCAP

VI.4.2. Review procedure

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

Official name: Ver PCAP

VI.5. Date of dispatch of this notice

16.1.2018