

Spain-Toledo: Advertising services
OJ S 16/2020 23/01/2020
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

National registration number: S1911001D

Postal address: Plaza del Conde, 2

Town: Toledo

NUTS code: ES425 Toledo

Postal code: 45071

Country: Spain

Contact person: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

E-mail: presidencia.contratacion@jccm.es

Telephone: +34 925267600

Fax: +34 925330121

Internet address(es):

Main address: <http://contratacion.castillalamancha.es/>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=C96X8iJgoWwQK2TEfXGy%2BA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=QtzmJRfkWr%2BiEJrVRqloyA%3D%3D

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=C96X8iJgoWwQK2TEfXGy%2BA%3D%3D>

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

Gestión de la compra de espacios publicitarios para llevar a cabo la difusión y promoción de las actuaciones de la Junta de Comunidades de Castilla-La Mancha — 1104TO19SER00557
Reference number: 2019/025964

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Gestión de la compra de espacios publicitarios para llevar a cabo la difusión y promoción de las actuaciones de la Junta de Comunidades de Castilla-La Mancha — 1104TO19SER00557.

II.1.5. Estimated total value

Value excluding VAT: 24 604 958,70 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

II.2. Description

II.2.1. Title

Descripción en PCAP (lote 1)
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES42 Castilla-La Mancha

II.2.4. Description of the procurement

Descripción en PCAP (lote 1).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP /
Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la compra de espacios publicitarios / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 8 955 371,92 EUR

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

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

24 meses.

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

Descripción en PCAP (lote 2)

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES42 Castilla-La Mancha

II.2.4. Description of the procurement

Descripción en PCAP (lote 2).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP /
Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la compra de espacios publicitarios / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 5 593 388,44 EUR

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

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

24 meses.

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

Descripción en PCAP (lote 3)
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES42 Castilla-La Mancha

II.2.4. Description of the procurement

Descripción en PCAP (lote 3).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP /
Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP —
Descuentos en la compra de espacios publicitarios / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 4 964 132,23 EUR

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

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:
24 meses.

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

Descripción en PCAP (lote 4)
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES42 Castilla-La Mancha

II.2.4. Description of the procurement

Descripción en PCAP (lote 4).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP / Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP — Descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP — Descuentos en la compra de espacios publicitarios / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 5 092 066,11 EUR

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

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

24 meses.

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.1.1. 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,
- Para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

T1-5: servicios de publicidad (igual o superior a 1 200 000 EUR).

III.1.3. Technical and professional ability

List and brief description of selection criteria:
T1-5: servicios de publicidad (igual o superior a 1 200 000 EUR).

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

- Consideraciones tipo social,
- Consideraciones de tipo ambiental.

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: 06/02/2020 Local time: 14:00

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: 20/02/2020 Local time: 10:00

Place:

Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

Datos de dirección:

- Calle: plaza del Cardenal Silíceo, s/n,
- Código postal: 45071,
- Población: Toledo,
- País: ESPAÑA.

Information about authorised persons and opening procedure: Descripción.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

Postal address: Plaza del Conde, 2

Town: Toledo

Postal code: 45071

Country: Spain

VI.5. Date of dispatch of this notice

22/01/2020