

**Spain-Valencia: Advertising campaign services**

**OJ S 20/2017 28/01/2017**

**Contract notice**

**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ciudad de las Artes y de las Ciencias, S.A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero (Historiador de la Medicina), nº 7

Town: Valencia

Postal code: 46013

Country: Spain

For the attention of: Amparo Porras

E-mail: [aporras@cac.es](mailto:aporras@cac.es)

Telephone: +34 961974400

Fax: +34 961974471

**Internet address(es):**

General address of the contracting authority: <http://www.cac.es>

Address of the buyer profile: <https://www.contratacion.gva.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**

Other: otros poderes adjudicadores

**I.3. Main activity**

Recreation, culture and religion

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

**Section II: Object of the contract**

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**II.1. Description**

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

Campaña de Publicidad 2017 Ciutat de les Arts i les Ciències.

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

Services

Service category No 13: Advertising services

NUTS code ES523 Valencia/València

**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)**

Planificación y compra de medios, incluyendo la producción de la Campaña de Publicidad de Ciutat de les Arts i les Ciències de la anualidad 2017 (dividida en 3 lotes).

#### **II.1.6. CPV code(s)**

79341400 Advertising campaign services

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

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more 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**

436 100 EUR.

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

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

Information about lots

Lot No: 1

Lot title: Campaña de Publicidad Ciutat de les Artes y les Ciències

#### **1) Short description**

Planificación y compra de medios de la Campaña de Publicidad Ciutat de les Artes y les Ciències.

#### **2) CPV code(s)**

79341400 Advertising campaign services

#### **3) Quantity or scope**

149 600 EUR.

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

Lot No: 2

Lot title: Campaña de Publicidad de contenidos

#### **1) Short description**

Planificación y compra de medios, incluida la producción de la Campaña de Publicidad de contenidos.

#### **2) CPV code(s)**

79341400 Advertising campaign services

- 3) Quantity or scope**  
269 500 EUR.
- 4) Indication about different time frame or duration**
- 5) Additional information about lots**

Lot No: 3

Lot title: Campaña de Publicidad de espacios alquilables

- 1) Short description**  
Planificación y compra de medios, incluyendo la producción de la campaña de publicidad de espacios alquilables.
- 2) CPV code(s)**  
79341400 Advertising campaign services
- 3) Quantity or scope**  
17 000 EUR.
- 4) Indication about different time frame or duration**
- 5) Additional information about lots**

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

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

Garantía definitiva del 5 % de la inversión de cada lote.

##### **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**

##### **III.2.2. Economic and financial ability**

##### **III.2.3. Technical and professional ability**

##### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

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

### **Section IV: Procedure**

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#### **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**

#### **IV.3. Administrative information**

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

PA 2/17

##### **IV.3.2. Previous publication concerning this procedure**

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

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

7.3.2017 - 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**

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

##### **IV.3.8. Conditions for opening of tenders**

#### **Section VI: Complementary information**

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##### **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**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

**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**

24.1.2017