

Spain-Madrid: Advertising services

OJ S 15/2023 20/01/2023

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad Internacional Menéndez Pelayo

National registration number: Q2818022B

Postal address: C/ Isaac Peral, nº 23

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Rectorado de la Universidad Internacional Menéndez Pelayo

E-mail: expedientes@uimp.es

Telephone: +34 915920624

Internet address(es):Main address: <http://www.uimp.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=0R6CRx8tGJ6rz3GQd5r6SQ%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=9iQVxrF2oFJvYnTkQN0%2FZA%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=0R6CRx8tGJ6rz3GQd5r6SQ%3D%3D>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Education

Section II: Object

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

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

Reference number: 120/2022

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

II.1.5. Estimated total value

Value excluding VAT: 171 048,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria explicativa del plan de medios / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 171 048,00 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:

El contrato puede ser objeto de prórroga por un año

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

List and brief description of selection criteria:
Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:
- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: La empresa adjudicataria deberá acreditar durante la ejecución del contrato que tiene establecidas medidas para prevenir la siniestralidad labora, para garantizar la seguridad y la protección de la salud en el lugar de trabajo

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: [2022/S 250-730728](#)

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

Date: 16/02/2023 Local time: 09:00

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: 01/03/2023 Local time: 10:00

Place:

UIMP on line

Datos de Dirección:

Calle: Isaac Peral 23

CP: 28040

Población: Madrid

País: España

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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: General Perón 38

Town: Madrid

Postal code: 28071

Country: Spain

VI.5. Date of dispatch of this notice

16/01/2023