

**Spain-Lugo: Advertising campaign services**  
**OJ S 18/2020 27/01/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Diputación Provincial de Lugo

Postal address: C/ San Marcos, 8

Town: Lugo

NUTS code: ES112 Lugo

Postal code: 27001

Country: Spain

E-mail: [contratacion@deputacionlugo.org](mailto:contratacion@deputacionlugo.org)

**Internet address(es):**

Main address: <http://www.deputacionlugo.org>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Contratación de campaña de publicidad de la Diputación de Lugo de promoción de los municipios de la provincia, difusión de iniciativas deportivas y culturales y fomento del turismo de cercanía

Reference number: EXP0045SE19-NSO

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contratación de campaña de publicidad de la Diputación de Lugo de promoción de los municipios de la provincia, difusión de iniciativas deportivas y culturales y fomento del turismo de cercanía.

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 335 176,80 EUR

## **II.2. Description**

### **II.2.1. Title**

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

### **II.2.3. Place of performance**

NUTS code: ES112 Lugo

### **II.2.4. Description of the procurement**

Contratación de campaña de publicidad de la Diputación de Lugo de promoción de los municipios de la provincia, difusión de iniciativas deportivas y culturales y fomento del turismo de cercanía. Lote 1: promoción y puesta en valor de cada uno de los municipios de la provincia de Lugo y difusión y promoción de las iniciativas deportivas y culturales a desarrollar por la Diputación.

### **II.2.5. Award criteria**

Cost criterion - Name: Precio / Weighting: 60

Cost criterion - Name: Incremento de inserciones de publicidad en formato papel / Weighting: 20

Cost criterion - Name: Incorporación de publicidad on line en formato digital / Weighting: 20

### **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**

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

### **II.2.3. Place of performance**

NUTS code: ES112 Lugo

### **II.2.4. Description of the procurement**

Contratación de campaña de publicidad de la Diputación de Lugo de promoción de los municipios de la provincia, difusión de iniciativas deportivas y culturales y fomento del turismo de cercanía. Lote 2: promoción y difusión de los cuatro geodestinos turísticos de la Provincia de Lugo para fomentar el turismo de cercanía.

### **II.2.5. Award criteria**

Cost criterion - Name: Precio / Weighting: 60

Cost criterion - Name: Incremento de inserciones de publicidad en formato papel / Weighting: 20

Cost criterion - Name: Incorporación de publicidad on line en formato digital / Weighting: 20

#### **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 IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

##### **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: yes

#### **IV.2. Administrative information**

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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#### **Lot No: 1**

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

17/01/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 0

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: El Progreso, S. L.

Town: Lugo

NUTS code: ES112 Lugo

Country: Spain

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 136 936,80 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 2**

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

17/01/2020

**V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: La Voz de Galicia, S. A.

Town: A Coruña

NUTS code: ES11 Galicia

Country: Spain

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 198 240,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Country: Spain

**VI.4.2. Body responsible for mediation procedures**

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Country: Spain

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

Official name: <http://www.tacgal.xunta.gal>

Town: Santiago de Compostela

Country: Spain

**VI.5. Date of dispatch of this notice**

24/01/2020