

Spain-Palma de Mallorca: Advertising and marketing services

OJ S 26/2016 06/02/2016

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Agencia de Turismo de les Illes Balears (ATB)

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

E-mail: comunicacion@atb.caib.es, juridico@atb.caib.es, ibalfagon@atb.es, lbuades@atb.caib.es**Internet address(es):**General address of the contracting authority: www.plataformadecontractacio.caib.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

Other: turismo

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

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Agencia de publicidad para la planificación y compra de espacios publicitarios en medios de comunicación impresos, televisivos, radiofónicos y digitales para el desarrollo de inserciones y /o campañas publicitarias de promoción de las Islas Baleares.

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

Services

Service category No 13: Advertising services

NUTS code

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)

Asesoramiento y elaboración de un plan de medios para el año 2016 que contemple la compra de espacios publicitarios en medios de comunicación.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

II.2. Scope of the procurement

II.2.1. Total quantity or scope

694 214 EUR.

Estimated value excluding VAT: 330 578 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

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

Duration in months: 9 (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

3 % presupuesto de licitación (IVA excluido).

5 % importe adjudicación (IVA excluido).

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

List and brief description of conditions: ART. 75 de TRLCSP.

III.2.3. Technical and professional ability

List and brief description of conditions:

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

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 Criteria below

1. Criterios económicos. Weighting 60
2. Criterios subjetivos. Weighting 40

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

031/2016

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: 21.3.2016 - 14:00

Payable documents: no

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

21.3.2016 - 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

IV.3.8. Conditions for opening of tenders

Place:

ATB, calle Rita Levi, s/n, Palma. Se comunicará por mail

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

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

3.2.2016