

Spain-Palma de Mallorca: Advertising services

OJ S 27/2017 08/02/2017

Contract award 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)

National registration number: Q5755004H

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

Contact person: Agencia de Turismo de las Islas Baleares (ATB)

For the attention of: Área Jurídica de la ATB

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

Servicios relativos a publicidad, marketing y promoción de la Agencia de Turismo de las Islas Baleares durante el año 2017.

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 (DPS)**II.1.4. Short description of the contract or purchase(s)**

Servicios relativos a la publicidad, marketing y promoción de la ATB que consisten en el diseño, la impresión y la publicidad en cualquier soporte o formato: prensa, revistas, publicidad exterior, cuñas de radio, spots de televisión y producciones audiovisuales y promocionales, incluyendo en todo caso la mediación con los correspondientes medios de

comunicación para la contratación y difusión de las actividades de promoción promovidas por la ATB.

II.1.5. CPV code(s)

79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 700 000 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Oferta económica. Weighting 45
2. Oferta técnica no evaluable por fórmula. Weighting 40
3. Oferta técnica evaluable con fórmula. Weighting 15

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

013/2017

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 205-372032](#) of 22.10.2016

Section V: Award of contract

Contract No: 1

V.1. Date of conclusion of the contract

31.1.2017

V.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: UTE Illa de Publicidad — Zenith

Country: Spain

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 1 680 000 EUR

Including VAT. VAT rate (%) 21

Total value of the procurement:

Value: 700 000 EUR

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

3.2.2017