

Spain-Valencia: Advertising and marketing services
OJ S 27/2018 08/02/2018
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

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), 7
Town: Valencia
Postal code: 46013
Country: Spain
For the attention of: Amparo Porras
E-mail: 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://contrataciondelestado.es>

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

II.1. Description

II.1.1. Title

Campaña de publicidad 2018 de 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 (DPS)

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

Servicios de publicidad para la campaña 2018 de Ciutat de les Arts i les Ciències.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

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

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

PA 31/17

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2017/S 178-365582](#) of 16.9.2017

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Campaña de Publicidad Ciudad de les Arts i les Ciències

V.1. Date of conclusion of the contract

6.2.2018

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Zenith Br Media, S.A.

Postal address: Plaza del Ayuntamiento, 27, planta 2ª

Town: Valencia

Postal code: 46002

Country: Spain

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

Initial estimated total value of the contract/lot:

Value: 200 000,00 EUR

V.5. Information about subcontracting

Contract No: 2

Lot No: 2

- Lot title: Campaña de Publicidad de Contenidos

V.1.

Date of conclusion of the contract

6.2.2018

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Mec Mediterránea, S.A.

Postal address: Parque Tecnológico, C/ Naturalista Charles Darwin, 5

Town: Paterna

Postal code: 46980

Country: Spain

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

Initial estimated total value of the contract/lot:

Value: 275 000,00 EUR

V.5. Information about subcontracting

Contract No: 3

Lot No: 3

- Lot title: Campaña de Publicidad de espacios alquilables

V.1. Date of conclusion of the contract

6.2.2018

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: Zenith Br Media, S.A.

Postal address: Plaza del Ayuntamiento, 27, planta 2

Town: Valencia

Postal code: 46002

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

Initial estimated total value of the contract/lot:

Value: 17 000,00 EUR

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. Information about European Union funds**VI.2. Additional information****VI.3. Procedures for review****VI.3.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

VI.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

6.2.2018