

**France-Tours: Writing agency services**  
**OJ S 38/2016 24/02/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CCI Touraine

Postal address: 4 bis rue Jules Favre

Town: Tours Cedex 1

Postal code: 37010

Country: France

For the attention of: M. Bugny Hélène

Telephone: +33 247472118

Fax: +33 247472009

**Internet address(es):**

General address of the contracting authority: <http://www.touraine.cci.fr>

**I.2. Type of the contracting authority**

**I.3. Main activity**

General public services

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

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

2015-173.

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

Services

Service category No 27: Other 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)**

Réalisation du magazine Touraine Eco.

**II.1.5. CPV code(s)**

92312211 Writing agency services, 79800000 Printing and related services, 79822500 Graphic design services, 79341200 Advertising management 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

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### 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. Lot 1 — valeur technique — note sur 20. Weighting 6
2. Lot 1 — prix des prestations — note sur 20. Weighting 4
3. Lot 2 — prix — note sur 20. Weighting 7
4. Lot 2 — valeur technique — note sur 20. Weighting 3
5. Lot 3 — qualité des créations — note sur 20. Weighting 4
6. Lot 3 — valeur technique — note sur 20. Weighting 3
7. Lot 3 — prix — note sur 20. Weighting 3
8. Lot 4 — prix des prestations — note sur 20. Weighting 7
9. Lot 4 — valeur technique — note sur 20. Weighting 3

#### IV.2.2. Information about electronic auction

### IV.3. Administrative information

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

2015-173

#### IV.3.2. Previous publication concerning this procedure

##### Contract notice

Notice number in the OJ S: [2015/S 191-345935](#) of 2.10.2015

## Section V: Award of contract

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Contract No: 2015-173

Lot No: 1

- Lot title: Rédaction du contenu du magazine Touraine Eco

#### V.1. Date of conclusion of the contract

30.12.2015

#### V.2. Information about tenders

#### V.3. Name and address of the contractor

Official name: Dudouet Elise

Postal address: 74 route de Saint Genouph

Town: La Riche

Postal code: 37520

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

Initial estimated total value of the contract/lot:

Value: 80 000 EUR

If annual or monthly value:

Number of years: 4

## **V.5. Information about subcontracting**

Contract No: 2015-173

Lot No: 2

- Lot title: Assurer le fonctionnement de la régi publicitaire du magazine Touraine Eco

### **V.1. Date of conclusion of the contract**

30.12.2015

### **V.2. Information about tenders**

Number of tenders received: 2

### **V.3. Name and address of the contractor**

Official name: Sogepem

Postal address: 32 rue Eugène Durand

Town: Tours

Postal code: 37000

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

Initial estimated total value of the contract/lot:

Value: 144 000 EUR

If annual or monthly value:

Number of years: 4

## **V.5. Information about subcontracting**

Contract No: 2015-173

Lot No: 3

- Lot title: Mise en page du magazine Touraine Eco

### **V.1. Date of conclusion of the contract**

30.12.2015

### **V.2. Information about tenders**

Number of tenders received: 12

### **V.3. Name and address of the contractor**

Official name: Goodby

Postal address: 8 rue d'Illiers

Town: Orléans

Postal code: 45000

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

Initial estimated total value of the contract/lot:

Value: 48 000 EUR

If annual or monthly value:

Number of years: 4

## **V.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **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**

Le lot 2 — régie publicitaire représente des recettes pour le pouvoir adjudicateur.

Le lot 4 — Impression routage et affranchissement a été déclaré sans suite.

Références de l'avis initial mis en ligne sur le site BOAMP

Annonce n° 15-148305, mise en ligne le 29.9.2015.

Date d'envoi du présent avis au JOUE et au BOAMP: 19.2.2016.

## **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**

Official name: Greffe du tribunal administratif d'Orléans

Postal address: 28 rue de la Bretonnerie

Town: Orléans Cedex 1

Postal code: 45057

E-mail: [greffe.ta-orleans@juradm.fr](mailto:greffe.ta-orleans@juradm.fr)

Internet address: <http://orleans.tribunal-administratif.fr>

## **VI.4. Date of dispatch of this notice**

19.2.2016