

**Spain-Logroño: Advertising services**

OJ S 50/2014 12/03/2014

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

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**I.1. Name and addresses**

Official name: La Rioja Turismo, S.A.U.

Postal address: Calle San Millán, 25 (Edificio Riojaforum)

Town: Logroño

Postal code: 26004

Country: Spain

For the attention of: Santiago Hernansanz

E-mail: [administracion@lariojaturismo.com](mailto:administracion@lariojaturismo.com)

Telephone: +34 941287354

Fax: +34 941287357

**Internet address(es):**General address of the contracting authority: [http://www.lariojaturismo.com/perfil\\_contratante/index.php?Id\\_contenido=20239](http://www.lariojaturismo.com/perfil_contratante/index.php?Id_contenido=20239)**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**

Other: Sociedad mercantil de propiedad pública

**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**

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

Realización de la planificación, ejecución y control de la campaña de publicidad en televisión de la Rioja Turismo en 2014.

**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**

The notice involves a public contract

#### **II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

Realización de la planificación, ejecución y control de la campaña de publicidad en televisión de La Rioja Turismo en 2014

#### **II.1.6. CPV code(s)**

79341000 Advertising 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**

Estimated value excluding VAT: 580 000 EUR

##### **II.2.2. Information about options**

Options: no

##### **II.2.3. Information about renewals**

This contract is subject to renewal: no

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

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

Licitador 2 % del presupuesto sin IVA.  
Adjudicatario 5 % del contrato sin IVA.

##### **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**

The performance of the contract is subject to particular conditions: yes  
Description of particular conditions: Ver pliego de condiciones.

#### **III.2. Conditions for participation**

##### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Ver pliego de condiciones.

##### **III.2.2. Economic and financial ability**

List and brief description of conditions: Ver pliego de condiciones.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:  
Ver pliego de condiciones.

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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### **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 Price is not the only award criterion and all criteria are stated only in the procurement documents

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

### **IV.3. Administrative information**

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

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

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

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

22.4.2014 - 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**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.3.8. Conditions for opening of tenders**

#### **Section VI: Complementary information**

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##### **VI.1. Information about recurrence**

This is a recurrent procurement: no

##### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

##### **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**

7.3.2014