

Spain-Madrid: Advertising services

OJ S 47/2017 08/03/2017

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Economía y Competitividad

National registration number: S2800568D

Postal address: Paseo de la Castellana, 162

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28046

Country: Spain

Contact person: Junta de Contratación del Ministerio de Economía y Competitividad

E-mail: junta.contratacion@mineco.es

Telephone: +34 916037638

Fax: +34 915835420

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QRp7HFbAWiIQK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=WbUdZuaV7MIQK2TEfXGy%2BA%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QRp7HFbAWiIQK2TEfXGy%2BA%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

Reference number: J16.027.04

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

II.1.5. Estimated total value

Value excluding VAT: 6 942 148,76 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: En las instalaciones del adjudicatario.

II.2.4. Description of the procurement

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Otros criterios de adjudicación cuantificables de forma automática, diferentes del precio / Weighting: 5

Cost criterion - Name: Precio ponderado / Weighting: 95

II.2.6. Estimated value

Value excluding VAT: 6 942 148,76 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 18

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Existe posibilidad de prórroga.

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar.

No prohibición para contratar.

No estar incurso en incompatibilidades.

Cumplimiento con las obligaciones con la Seguridad Social.

Cumplimiento con las obligaciones tributarias.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

— T1-5: Servicios de publicidad (igual o superior a 1 200 000 EUR)

Cifra anual de negocio. Descripción: Las empresas podrán acreditar su solvencia económica y financiera presentando Certificado de la Junta Consultiva de Contratación Administrativa o bien acreditando un volumen de negocios en el ámbito de la actividad objeto del contrato, durante cada uno de los 3 últimos ejercicios, superior a 2 veces el importe de licitación, lo que acreditará presentando declaración de la cifra de negocios en el curso de los 3 últimos ejercicios.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

— T1-5: Servicios de publicidad (igual o superior a 1 200 000 EUR)

— Trabajos realizados. Descripción: Las empresas podrán acreditar su solvencia técnica a través de la clasificación señalada o, alternativamente, acreditando la realización de al menos 2 contratos de servicios prestados en una actividad igual o similar y de igual o superior importe, realizados en los últimos 5 años, que incluya importe, fechas y destinatarios, públicos o privados, de los mismos.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 13/04/2017 Local time: 17:30

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/04/2017 Local time: 10:30

Place:

Ministerio de Economía, Industria y Competitividad

Datos de Dirección:

Calle: Paseo de la Castellana, nº 162, planta 9ª, sala 9.39.

CP: 28046.

Población: Madrid.

País: España.

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Registro General del Ministerio de Economía, Industria y Competitividad

Postal address: Paseo de la Castellana, nº 162, planta baja

Town: Madrid

Postal code: 28046

Country: Spain

VI.5. Date of dispatch of this notice

03/03/2017