

Spain-Murcia: Advertising services
OJ S 35/2022 18/02/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

National registration number: Q3000763G

Postal address: Avda. Juana Jugán, 2

Town: MURCIA

NUTS code: ES620 Murcia

Postal code: 30006

Country: Spain

E-mail: pilar.sabater@carm.es

Telephone: +34 968357761

Fax: +34 968357767

Internet address(es):

Main address: <http://drdm.es?2L9xk>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://drdm.es?uz9nO>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://drdm.es?uz9nO>

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

I.4. Type of the contracting authority

Other type: Entidad pública empresarial

I.5. Main activity

Other activity: Turismo

Section II: Object

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

SERVICIO AGENCIA DE MEDIOS PARA PLANIFICACIÓN ESTRATÉGICA, COMPRA DE ESPACIOS PUBLICITARIOS Y EJECUCIÓN DE ACCIONES PUBLICITARIAS EN CIUDADES EUROPEAS PARA EL POSICIONAMIENTO TURISTICO DE LA R. MURCIA
Reference number: RC1504

II.1.2. Main CPV code

79341000 Advertising services

II.1.3.

Type of contract

Services

II.1.4. Short description

Servicio de agencia de medios para la planificación estratégica, compra de espacios publicitarios y ejecución de acciones publicitarias en origen en ciudades europeas emisoras de turistas hacia la Región de Murcia.

II.1.5. Estimated total value

Value excluding VAT: 818 181,81 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

CONTRATACIÓN DE SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN OVIEDO

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN OVIEDO

II.2.5. Award criteria

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

II.2.6. Estimated value

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, con un máximo de dos prórrogas.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

LOTE 2: CONTRATACIÓN DE SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN LAS PALMAS DE GRAN CANARIA

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN LAS PALMAS DE GRAN CANARIA.

II.2.5. Award criteria

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

II.2.6. Estimated value

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, con un máximo de dos prórrogas..

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

CONTRATACIÓN DE SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN MENORCA

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

CONTRATACIÓN DE SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN MENORCA

II.2.5. Award criteria

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

II.2.6. Estimated value

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, con un máximo de dos prórrogas.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

La adopción de alguna medida para favorecer la conciliación del trabajo y la vida familiar, todo ello respecto del personal encargado de la ejecución del contrato, tales como la flexibilidad horaria o el teletrabajo. Dicha condición será acreditada mediante un certificado de la empresa adjudicataria del servicio, que deberá ir firmado o rubricado por los trabajadores beneficiarios de la misma.

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: 18/03/2022 Local time: 23:59

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, English

IV.2.7. Conditions for opening of tenders

Date: 23/03/2022 Local time: 10:00

Place:

Esta fecha es aproximada.

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: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES

Town: MADRID

Country: Spain

VI.5. Date of dispatch of this notice

15/02/2022