

Spain-Seville: Advertising services

OJ S 36/2021 22/02/2021

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Andalucía, Consejería de Educación y Deporte

National registration number: S-4111001-F

Postal address: C/ Juan Antonio de Vizarrón, s/n

Town: Sevilla

NUTS code: ES España

Postal code: 41071

Country: Spain

Contact person: Baltasar Quintero Álvarez

E-mail: contratacion.ced@juntadeandalucia.es

Telephone: +34 955065480

Fax: +34 955064003

Internet address(es):Main address: <http://contratacion.chap.junta-andalucia.es/contratacion/MainMenuProfile.action>Address of the buyer profile: <http://contratacion.chap.junta-andalucia.es/contratacion/MainMenuProfile.action?pkCegr=4031478>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html?perfilContratante=CEYD01&organismo=CEYD>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>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://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

Education

Section II: Object

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

Espacios publicitarios campaña divulgativa del procedimiento de acreditación de competencias profesionales «Acredita»

Reference number: CONTR 2020 919707

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio para la planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y redes sociales, así como ejecución y seguimiento de los planes de medios para campaña divulgativa del procedimiento de acreditación de competencias profesionales «Andalucía acredita».

II.1.5. Estimated total value

Value excluding VAT: 478 500,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Prensa (digital e impresa)

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Prensa (digital e impresa).

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

Value excluding VAT: 220 000,00 EUR

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

Duration in months: 6

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:

Posibilidad de incremento de un 10 %.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Social Europeo.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Radio-TV

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Radio-TV.

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

Value excluding VAT: 176 000,00 EUR

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

Duration in months: 6

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:

Posibilidad de incremento de un 10 %.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Social Europeo.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Medio exterior

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Medio exterior.

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

Value excluding VAT: 44 000,00 EUR

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

Duration in months: 6

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:

Posibilidad de incremento de un 10 %.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Social Europeo.

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Redes sociales

Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Redes sociales.

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

Value excluding VAT: 38 500,00 EUR

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

Duration in months: 6

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:

Posibilidad de incremento de un 10 %.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Social Europeo.

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 246-609246](#)

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

Date: 03/03/2021 Local time: 15:00

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.2.7. Conditions for opening of tenders

Date: 04/03/2021 Local time: 11:00

Place:

Sala de juntas de la Secretaría General Técnica de la Junta de Andalucía.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 600161382

Fax: +34 955515041

VI.5. Date of dispatch of this notice

17/02/2021