

**Spain-Logroño: Advertising services**  
**OJ S 52/2015 14/03/2015**  
**Contract award 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: Puy Trigueros

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

Telephone: +34 941287354

Fax: +34 941287357

**Internet address(es):**

General address of the contracting authority: <http://lariojaturismo.com/comunidad/larioja/licitaciones>

**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**

Realización de la campaña publicitaria para la promoción turística de La Rioja en 2015 y 2016.

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

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)**

Realización de la campaña publicitaria para la promoción turística de La Rioja en 2015 y 2016.

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

79341000 Advertising 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**

Value: 320 660 EUR  
excluding VAT

## **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. Oferta técnica. Weighting 85
2. Oferta económica. Weighting 15

#### **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**

##### **Contract notice**

Notice number in the OJ S: [2014/S 164-293581](#) of 28.8.2014

## **Section V: Award of contract**

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

3.11.2014

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

Number of tenders received: 4

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

Official name: Dec Comunicación, S.A.  
Postal address: Cardenal Marcelo Spínola, 4  
Town: Madrid  
Postal code: 28016  
Country: Spain  
Telephone: +34 917870895  
Fax: +34 917870899

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

Initial estimated total value of the contract/lot:

Value: 330 578,51 EUR  
excluding VAT

Total value of the procurement:

Value: 320 660 EUR  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

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

10.3.2015