

Spain-Valencia: Advertising services

OJ S 37/2021 23/02/2021

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero, 7

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

E-mail: aporras@cac.es

Telephone: +34 961974400

Fax: +34 961974471

Internet address(es):Main address: <http://www.cac.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%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=pfEghrl8teznSoTX3z%2F7wA%3D%3D[detalle_licitacion&idEvl=pfEghrl8teznSoTX3z%2F7wA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=pfEghrl8teznSoTX3z%2F7wA%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=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D>[perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D)**I.4. Type of the contracting authority**

Other type: Otras entidades del sector público

I.5. Main activity

General public services

Section II: Object

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

Contratación por lotes de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències por el procedimiento abierto sujeto a regulación armonizada
Reference number: PA 5/21

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación por lotes de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències por el procedimiento abierto sujeto a regulación armonizada.

II.1.5. Estimated total value

Value excluding VAT: 1 653 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

II.2. Description

II.2.1. Title

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L1: mejoras de radio y prensa / Weighting: 20

Cost criterion - Name: L1: inserciones / Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 330 000,00 EUR

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

Duration in months: 6

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prorrogar la contratación para la campaña del 2022.

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

Campaña de publicidad de la Ciutat de les Arts i les Ciències y/o de sus contenidos en soportes digitales, exterior y televisivos
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de la Ciutat de les Arts i les Ciències y/o de sus contenidos en soportes digitales, exterior y televisivos.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L2: mejoras de radio y prensa / Weighting: 30

Cost criterion - Name: L2: inserciones / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 462 000,00 EUR

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

Duration in months: 6

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prorrogar la contratación para la campaña del 2022.

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

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L3: medios adicionales propuestos / Weighting: 30

Cost criterion - Name: L3: número de clicks en LinkedIn campaña carrusel (anuncio imagen por secuencia) / Weighting: 13

Cost criterion - Name: L3: descuento en tarifas oficiales / Weighting: 57

II.2.6. Estimated value

Value excluding VAT: 18 000,00 EUR

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

Duration in months: 6

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prorrogar la contratación para la campaña del 2022.

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

Creatividad gráfica de productos y servicios de La Ciutat de les Arts i les Ciències

Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Creatividad gráfica de productos y servicios de La Ciutat de les Arts i les Ciències.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L4: diseño creatividad / Weighting: 49

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 15 000,00 EUR

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

Duration in months: 6

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prorrogar la contratación para la campaña del 2022.

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.1.1. 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.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio. Descripción: se deberá disponer de un volumen anual de negocios, referido al mejor ejercicio dentro de los tres últimos disponibles en función de las fechas de constitución o de inicio de actividades del empresario y de presentación de las ofertas, igual o superior, al valor anual del lote al que se licite. Se puede suplir con la clasificación.

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

— eliminar desigualdades entre el hombre y la mujer. Descripción: de acuerdo con lo establecido en el apartado X del anexo I del PCA,

— consideraciones de tipo medioambiental. Descripción: de acuerdo con lo establecido en el apartado X del anexo I del PCA.

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: 23/03/2021 Local time: 14:00

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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 12/04/2021 Local time: 14:24

Place:

Datos de dirección:

— calle:

— código postal:

— población:

— país:

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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

18/02/2021