

Spain-Jaén: Advertising services
OJ S 33/2023 15/02/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad de Jaén

National registration number: Q7350006H

Postal address: Campus Las Lagunillas

Town: Jaén

NUTS code: ES616 Jaén

Postal code: 23071

Country: Spain

Contact person: Rectorado de la Universidad de Jaén

E-mail: secontra@ujaen.es

Internet address(es):

Main address: <https://www.ujaen.es/servicios/secontra/perfil-del-contratante>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=jsjrzcIlsMoQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Acuerdo Marco para la contratación de los Servicios de Publicidad Institucional de la Universidad de Jaén

Reference number: 2022/14

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Acuerdo Marco para la contratación de los Servicios de Publicidad Institucional de la Universidad de Jaén

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 12 602,94 EUR

II.2. Description

II.2.1. Title

Publicidad en medios provinciales de periodicidad diaria

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES616 Jaén

II.2.4. Description of the procurement

Publicidad en medios provinciales de periodicidad diaria

II.2.5. Award criteria

Cost criterion - Name: Cobertura del alcance de la acción. Lotes 1 y 3 / Weighting: 50

Cost criterion - Name: Porcentaje de descuento. Lote 1 y 3 / Weighting: 50

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

Publicidad en medios universitarios y especializados de periodicidad variable

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES616 Jaén

II.2.4. Description of the procurement

Publicidad en medios universitarios y especializados de periodicidad variable

II.2.5. Award criteria

Quality criterion - Name: Cobertura del alcance de la acción. Lote 2 / Weighting: 49

Price - Weighting: 51

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

Publicidad en radio
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES616 Jaén

II.2.4. Description of the procurement

Publicidad en radio

II.2.5. Award criteria

Cost criterion - Name: Cobertura del alcance de la acción. Lotes 1 y 3 / Weighting: 50
Cost criterion - Name: Porcentaje de descuento. Lote 1 y 3 / Weighting: 50

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

Otros servicios de publicidad, a través de agencias publicitarias
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES616 Jaén

II.2.4. Description of the procurement

Otros servicios de publicidad, a través de agencias publicitarias

II.2.5. Award criteria

Quality criterion - Name: Experiencia de la empresa. Lote 4 / Weighting: 10
Quality criterion - Name: Propuesta de un modelo de publicidad institucional para la Universidad. Lote 4 / Weighting: 20
Cost criterion - Name: Compromiso de entrega de informe de resultados. Lote 4 / Weighting: 20
Cost criterion - Name: Importe de la oferta económica para el Lote 4 / Weighting: 50

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 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: [2022/S 119-335540](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 2022/14

Lot No: 1

Title:

Publicidad en medios provinciales de periodicidad diaria

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: COMERCIALIZADORA DE MEDIOS DE ANDALUCÍA, S.L.U.

National registration number: B18580449

Town: Granada
NUTS code: ES614 Granada
Country: Spain
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 60 000,00 EUR
Total value of the contract/lot: 50,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 1

Title:

Publicidad en medios provinciales de periodicidad diaria

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3
Number of tenders received from SMEs: 3
Number of tenders received by electronic means: 3
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: DIARIO JAÉN, S.A.
National registration number: A14100531
Town: Jaén
NUTS code: ES616 Jaén
Country: Spain
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 60 000,00 EUR
Total value of the contract/lot: 82,89 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 1

Title:

Publicidad en medios provinciales de periodicidad diaria

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: PERIÓDICOS GRATUITOS VIVA, S.L.

National registration number: B11792587

Town: Jerez de la Frontera

NUTS code: ES612 Cádiz

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 60 000,00 EUR

Total value of the contract/lot: 45,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 2

Title:

Publicidad en medios universitarios y especializados de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: COMUNICACION Y SERVICIOS 101 SL

National registration number: B92573385

Town: Málaga

NUTS code: ES617 Málaga

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 30,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 2

Title:

Publicidad en medios universitarios y especializados de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Ediciones Luz y Letras SLNEU

National registration number: B04597803

Town: Almería

NUTS code: ES611 Almería

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 40,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 2

Title:

Publicidad en medios universitarios y especializados de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: EDIMARKET EDITORES, S.L.

National registration number: B80894587

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 33,33 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 2

Title:

Publicidad en medios universitarios y especializados de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: EVOOLEUM, S.L.

National registration number: B87426482

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 49,37 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022/14

Lot No: 2

Title:

Publicidad en medios universitarios y especializados de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: GESTION DE MEDIOS JIENNENSES SL

National registration number: B23452402

Town: Jaén

NUTS code: ES616 Jaén

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 70,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022/14

Lot No: 3

Title:

Publicidad en radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from non-EU Member States: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: MULTIMEDIA JIENNENSE, S.L.

National registration number: B23224843

Town: Úbeda

NUTS code: ES616 Jaén

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 12 000,00 EUR

Total value of the contract/lot: 75,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022/14

Lot No: 3

Title:

Publicidad en radio

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from non-EU Member States: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Radio Jaen S.L.

National registration number: B23331622

Town: Jaén

NUTS code: ES616 Jaén

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 12 000,00 EUR

Total value of the contract/lot: 75,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 3

Title:

Publicidad en radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from non-EU Member States: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: RADIO POPULAR, S.A. - CADENA COPE

National registration number: A28281368

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 12 000,00 EUR

Total value of the contract/lot: 81,25 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022/14

Lot No: 4

Title:

Otros servicios de publicidad, a través de agencias publicitarias

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: AORA COMUNICACION, S.L.

National registration number: B23545882

Town: Jaén

NUTS code: ES616 Jaén

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 5 323,60 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022/14

Lot No: 4

Title:

Otros servicios de publicidad, a través de agencias publicitarias

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

06/02/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Géminis Publicidad, S.L.

Town: Jaén

NUTS code: ES616 Jaén

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 6 647,50 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Universidad de Jaén

Postal address: Campus Las Lagunillas, s/n

Town: Jaén

Postal code: 23071

Country: Spain

VI.5. Date of dispatch of this notice

10/02/2023