

France-Boulogne-Billancourt: Advertising services

OJ S 38/2023 22/02/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: commune de boulogne billancourt

National registration number: 21920012800011

Postal address: 26 avenue André Morizet

Town: Boulogne Billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92104

Country: France

Contact person: Direction de la Commande Publique

E-mail: Bal_marches_publics@mairie-boulogne-billancourt.fr

Internet address(es):

Main address: <http://www.boulognebillancourt.com>

Address of the buyer profile: <https://marches.maximilien.fr>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://marches.maximilien.fr/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://marches.maximilien.fr/>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Commune

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

commercialisation des espaces publicitaires dans les supports de communication de la ville de Boulogne-Billancourt

Reference number: 23006

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

commercialisation des espaces publicitaires dans les supports de communication de la ville de Boulogne-Billancourt

II.1.5. Estimated total value

Value excluding VAT: 250 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

Main site or place of performance: boulogne-Billancourt

II.2.4. Description of the procurement

commercialisation des espaces publicitaires dans les supports de communication de la ville de Boulogne-Billancourt

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valeur technique / Weighting: 40

Price - Weighting: 60

II.2.6. Estimated value

Value excluding VAT: 250 000,00 EUR

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:

l'Accord-Cadre est conclu pour un an à compter de sa notification au titulaire. Il est renouvelable par tacite reconduction, par période d'une année. Toutefois la durée totale de l'accord-cadre ne pourra pas excéder 4 (quatre) ans

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:

dc1 ou déclaration sur l'honneur

III.1.2. Economic and financial standing

List and brief description of selection criteria:

dc2 ou déclaration

III.1.3. Technical and professional ability

List and brief description of selection criteria:

principaux marchés au cours des 3 dernières années moyens humains

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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: 27/03/2023 Local time: 12:00

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

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 27/03/2023 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

2027

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

prix : 60 % apprécié au regard de :le minimum de recettes annuelles après remises pour 10 numéros de bbi (en ht) sur 20 pointspour le bbi : le pourcentage de la rémunération du titulaire appliqué sur les recettes après remises (ht) sur 30 pointsautres publications (le cas échéant) : le pourcentage qui sera appliqué sur les recettes après remises (ht) sur 10 pointsvaleur technique : 40 % appréciée au regard de :moyens humains affectés à l'exécution de la prestation (20 points) dont :- nombre et profils des personnes dédiées à la prestation (10 points)- profil de l'interlocuteur unique auprès de la ville (10 points)moyens techniques affectés à l'exécution de la prestation (10 points)méthodologie (70 points) dont :-méthodologie pour assurer l'aspect qualitatif des prestations et pour fidéliser les annonceurs : démarchage en exclusivité, etc ..., élargir le porte feuille d'annonceurs (60 points)-capacité à trouver en urgence des annonceurs afin de combler, à la dernière minute, une page manquante du magazine municipal bbi, du guide pratique et du magazine culturel. (10 points)documents relatifs à l'offre à fournir:-l'acte d'engagement complété, daté et signé-l'annexe financière dûment complétée-le mémoire techniquemarché sans montant minimum annuel avec un montant maximum annuel de 180 000 euros (H.T.).

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Cergy Pontoise
Postal address: 2-4, boulevard de l'hautil BP 30322
Town: Cergy Pontoise Cedex
Postal code: 95027
Country: France
E-mail: Grefte.ta-cergy-pontoise@juradm.fr
Telephone: +33 0130173400
Fax: +33 0130173459
Internet address: <http://Cergy-pontoise.tribunal-administratif.fr>

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

Official name: greffes du tribunal administratif de Cergy Pontoise
Postal address: 2-4, boulevard de l'hautil BP 30322
Town: Cergy Pontoise Cedex
Postal code: 95027
Country: France
E-mail: Grefte.ta-cergy-pontoise@juradm.fr
Telephone: +33 0130173400
Fax: +33 0130173459
Internet address: <http://Cergy-pontoise.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

17/02/2023