

Spain-Huelva: Advertising services
OJ S 45/2021 05/03/2021
Contract notice
Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno de la Diputación Provincial de Huelva
National registration number: P2100000E
Postal address: Avenida Martín Alonso Pinzón, 9
Town: Huelva
NUTS code: ES615 Huelva
Postal code: 21003
Country: Spain
Contact person: Junta de Gobierno de la Diputación Provincial de Huelva
E-mail: contratacion@diphuelva.org
Telephone: +34 959494600

Internet address(es):

Main address: <https://contrataciondelestado.es>
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=hmH0QC9mzUQQK2TEfXGy%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=xP6o%2F0NGmCI7h85%2Fpmmsfw%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=hmH0QC9mzUQQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva

Reference number: 20seA28

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva.

II.1.5. Estimated total value

Value excluding VAT: 2 178 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Documentación técnica / Weighting: 30

Price - Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 2 178 000,00 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:

Prórroga (veinticuatro meses) hasta una duración máxima del contrato de treinta y seis meses.

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: volumen de negocios del licitador (ver PCA). Este requisito se declara cumplido con la presentación de la declaración responsable exigida en el requisito «Capacidad para contratar». Se acreditará su cumplimiento si el licitador fuese propuesto adjudicatario.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Trabajos realizados. Descripción: contratos similares ejecutados en un mismo año que alcancen la cuantía exigida en el PCA, apartado «Solvencia técnica». Este requisito se declara cumplido con la presentación de la declaración responsable exigida en el requisito «Capacidad para contratar». Se acreditará su cumplimiento si el licitador fuese propuesto adjudicatario.

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: 17/03/2021 Local time: 23:59

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 19/03/2021 Local time: 09:00

Place:

Servicio de Contratación y Patrimonio, Diputación Huelva.

Datos de dirección:

— calle: Fernando el Católico, 18,

— código postal: 21003,

— población: Huelva,

— país: ESPAÑA.

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: Registro General de la Diputación de Huelva

Postal address: Avenida Martín Alonso Pinzón, 9

Town: Huelva

Postal code: 21003

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Plazo de presentación: 23.3.2021.

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

Official name: Tribunal de Recursos Contractuales de Diputación Huelva

Postal address: Avenida Martín Alonso Pinzón, 9

Town: Huelva

Postal code: 21003

Country: Spain

VI.5. Date of dispatch of this notice

02/03/2021