

Spain-Madrid: Advertising campaign services

OJ S 72/2014 11/04/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Empleo, Turismo y Cultura

National registration number: S7800001-E

Town: Madrid

Postal code: 28014

Country: Spain

Contact person: Área de Contratación

E-mail: contratem@madrid.org

Fax: +34 917208066

Internet address(es):General address of the contracting authority: <http://www.madrid.org>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: Official name: Registro de la Consejería de Empleo, Turismo y Cultura

Postal address: Calle Caballero de Gracia, 32

Town: Madrid

Postal code: 28013

Country: Spain

Internet address: <http://www.madrid.org>**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

General public services

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

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Producción y difusión de una campaña de comunicación sobre prevención de riesgos laborales durante el año 2014, cofinanciado en un 50 % por el Fondo Social Europeo 2007-2013, programa operativo de la Comunidad de Madrid, eje 1, tema prioritario 62.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Comunidad de Madrid.

NUTS code ES30 Comunidad de Madrid

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

El objeto del presente contrato consiste en la planificación, la producción y la difusión de una campaña de publicidad institucional sobre la prevención de riesgos laborales, promovida por el Instituto Regional de Seguridad y Salud en el Trabajo.

II.1.6. CPV code(s)

79341400 Advertising campaign services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Importe neto: 413 223,14 EUR. IVA: 86 776,86 EUR. Importe total: 500 000 EUR.

Estimated value excluding VAT: 413 223,14 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.7.2014. Completion 30.11.2014

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Provisional: 8 264,46 EUR.

Definitiva: 5 % del importe de licitación del contrato, IVA excluido.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Según apartado 18 de la Cláusula 1 del Pliego de Cláusulas administrativas particulares.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Unión Temporal de Empresas.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Según apartado 5 de la Cláusula 1 del Pliego de Cláusulas administrativas particulares.

III.2.2. Economic and financial ability

List and brief description of conditions: Según apartado 5 de la Cláusula 1 del Pliego de Cláusulas administrativas particulares.

III.2.3. Technical and professional ability

List and brief description of conditions:

Según apartado 5 de la Cláusula 1 del Pliego de Cláusulas administrativas particulares.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1.

File reference number attributed by the contracting authority

C-820/001-14 - (09-AT-00002.6/2014)

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2014/S 17-026049](#) of 24.1.2014

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 5.5.2014

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

5.5.2014

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in days: 15 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 13.5.2014 - 12:00

Place:

Sala de Juntas de la Consejería de Empleo, Turismo y Cultura, c/ Alcalá, 31, planta sótano -1 (28014 Madrid).

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Fondo Social Europeo 2007-2013, programa operativo de la Comunidad de Madrid, eje 1, tema prioritario 62.

VI.3. Additional information

El resultado de la calificación de la documentación administrativa se publicará en el Tablón de anuncios electrónico (Portal de la Contratación Pública de la Comunidad de Madrid <http://www.madrid.org/contratospublicos>), y se comunicará a los interesados en el Área de Contratación de la Consejería, c/ Alcalá 31, 3ª planta, a partir de las 13:00 horas del día 7.5.2014.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de la Contratación Pública de la Comunidad de Madrid
Postal address: Carrera de San Jerónimo, 13

Town: Madrid
Postal code: 28014
Country: Spain
E-mail: tribunal.contratacion@madrid.org
Internet address: <http://www.madrid.org>

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

8.4.2014