

**Netherlands-Velp: Advertising services**  
**OJ S 57/2018 22/03/2018**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Van Hall Larenstein  
National registration number: 2008998  
Postal address: Larensteinselaan 26a  
Town: Velp  
NUTS code: NL Nederland  
Postal code: 6882 CT  
Country: Netherlands  
Contact person: Elmer Volgers  
E-mail: [elmer.volgers@hvhl.nl](mailto:elmer.volgers@hvhl.nl)  
Telephone: +31 263695563

**Internet address(es):**

Main address: <http://www.hvhl.nl/>  
Address of the buyer profile: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=25020>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Media inkoop

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Aanbesteding.

Hogeschool VHL is voornemens een aanbesteding te starten voor Media inkoop. Hieronder wordt verstaan:

Advertenties kranten en (vak)tijdschriften  
Out of Home advertisement (posters op straat, scholen, busreclame, tv, radio)  
Online media inkoop (SEA, Social media, online

studiekeuzenaslagwerken, jongerensites)Ondersteuning/advies/rapportages marketing communicatie.

Deze aanbesteding zal in zijn geheel plaatsvinden op Negometrix (m.u.v. de presentatie).

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 750 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

#### **II.2.3. Place of performance**

NUTS code: NL Nederland

#### **II.2.4. Description of the procurement**

Media inkoop.

#### **II.2.5. Award criteria**

Quality criterion - Name: K1.1 Ingevuld prijsinvulformulier / Weighting: 275

Quality criterion - Name: K1.2 Beoordeling prijsopbouw en borging / Weighting: 275

Quality criterion - Name: K2.1 Voorbeeldrapportage / Weighting: 50

Quality criterion - Name: K2.2 Beschrijving plan van aanpak opdracht / Weighting: 100

Quality criterion - Name: K3.1 Marktkennis en samenwerking / Weighting: 300

Quality criterion - Name: K3.2 Advies: Casus adhv 'case naamsbekendheid / Weighting: 250

Quality criterion - Name: K3.3 Casus SEA / Weighting: 50

Price - Weighting: 275

#### **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**

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#### **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

##### **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: [2016/S 139-252210](#)

#### **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**

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**Contract No:** 1

**Title:**

Media Inkoop

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

01/09/2017

##### **V.2.2. Information about tenders**

Number of tenders received: 2

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

##### **V.2.3. Name and address of the contractor**

Official name: Stroom Mediacommunicatie B.V.

Town: Rotterdam

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 750 000,00 EUR

Total value of the contract/lot: 750 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Rechtbank Gelderland

Town: Arnhem

Country: Netherlands

##### **VI.5. Date of dispatch of this notice**

20/03/2018