

Netherlands-Assen: Advertising and marketing services
OJ S 45/2023 03/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Provincie Drenthe

National registration number: 01179514

Postal address: Westerbrink 1

Town: Assen

NUTS code: NL Nederland

Postal code: 9405 BJ

Country: Netherlands

Contact person: Henriette Nijborg

E-mail: h.nijborg@drenthe.nl

Telephone: +31 592-365020

Internet address(es):

Main address: <http://www.drenthe.nl>

Address of the buyer profile: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=208963>

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

Mediaplaatsingen 2023-2027

Reference number: 202202623

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Een Europese openbare aanbesteding voor het inkopen van mediaruimte en de plaatsing van advertentie uitingen.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 800 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

Het inkopen van mediaruimte en de plaatsing van advertenties.

II.2.5. Award criteria

Price

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

Rectificatie: De aanbestedende dienst heeft n.a.v. de vragen de stukken gewijzigd. Zie
beantwoording van de vragen.

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 213-611425](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/02/2023

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: Auke Smits Publiciteit B.V.

National registration number: 27137918

Town: Den Haag

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Total value of the contract/lot: 800 000,00 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: Rechtbank Noord-Nederland

Town: Assen

Country: Netherlands

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

Official name: Rechtbank Noord - Nederland

Town: Assen

Country: Netherlands

VI.5. Date of dispatch of this notice

28/02/2023