

**Spain-Torremolinos: Advertising services**

OJ S 69/2017 07/04/2017

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ayuntamiento de Torremolinos

National registration number: P2910300I

Postal address: Plaza Blas Infante, 1

Town: Torremolinos

Postal code: 29620

Country: Spain

Contact person: Ayuntamiento de Torremolinos, Departamento de Contratación

E-mail: [contratacion@ayto-torremolinos.es](mailto:contratacion@ayto-torremolinos.es)

Telephone: +34 952379438

Fax: +34 952379421

**Internet address(es):**General address of the contracting authority: <http://www.torremolinos.es/ayuntamiento/perfil-del-contratante>**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:** the abovementioned address**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****Section II: Object of the contract**

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

Acuerdo marco de los servicios publicitarios del Ayuntamiento de Torremolinos (Inserciones y Compras de Espacios).

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

Services

NUTS code

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

#### **II.1.4. Information about framework agreement**

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

Acuerdo marco de los servicios publicitarios del Ayuntamiento de Torremolinos (Inserciones y Compras de Espacios).

#### **II.1.6. CPV code(s)**

79341000 Advertising services

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

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one lot only

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

Setecientos veinte mil euros.

Estimated value excluding VAT: 720 000 EUR

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

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

Duration in months: 24 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Inserciones en Medios Escritos-Prensa (Color)

#### **1) Short description**

Inserciones en Medios Escritos-Prensa (Color).

#### **2) CPV code(s)**

79341000 Advertising services

#### **3) Quantity or scope**

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

Lot No: 2

Lot title: Inserciones en Radio

#### **1) Short description**

Inserciones en Radio.

- 2) **CPV code(s)**  
79341000 Advertising services
- 3) **Quantity or scope**
- 4) **Indication about different time frame or duration**
- 5) **Additional information about lots**

Lot No: 3

Lot title: Inserciones en Televisión

- 1) **Short description**  
Inserciones en Televisión.
- 2) **CPV code(s)**  
79341000 Advertising services
- 3) **Quantity or scope**
- 4) **Indication about different time frame or duration**
- 5) **Additional information about lots**

Lot No: 4

Lot title: Inserciones en Internet

- 1) **Short description**  
Inserciones en Internet.
- 2) **CPV code(s)**  
79341000 Advertising services
- 3) **Quantity or scope**
- 4) **Indication about different time frame or duration**
- 5) **Additional information about lots**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

Garantía definitiva.

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

Lo indicado en los Pliegos.

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

Lo indicado en los Pliegos.

##### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: La indicada en el Pliego Técnico, y Seguro de Responsabilidad Civil.

## **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: Lo indicado en los Pliegos.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Lo indicado en los Pliegos.

Minimum level(s) of standards possibly required: Lo indicado en los Pliegos.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Lo indicado en los Pliegos.

Minimum level(s) of standards possibly required:

Lo indicado en los Pliegos.

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

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

## **Section IV: Procedure**

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### **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**

The most economically advantageous tender in terms of Criteria below

1. Criterios valorados mediante juicio de valor. Weighting 20

2. Criterios valorados objetivamente. Weighting 80

#### **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**

30/2017

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **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: 15.5.2017 - 13:30  
Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**  
15.5.2017 - 13:30

**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**  
until: 15.8.2017

**IV.3.8. Conditions for opening of tenders**  
Date: 18.5.2017 - 13:00  
Place:  
Salón de Actos del Ayuntamiento de Torremolinos.

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

**VI.2. Information about European Union funds**

**VI.3. Additional information**

El objeto del contrato es determinar, mediante acuerdo marco, las condiciones por las que se regirán la contratación de los servicios de publicidad del Ayuntamiento de Torremolinos.

**VI.4. Procedures for review**

**VI.4.1. Review body**

**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**  
4.4.2017