

Spain-Castellón de la Plana: Advertising campaign services

OJ S 57/2019 21/03/2019

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Patronato Provincial Turismo de Castellón

National registration number: P6200004G

Postal address: Avenida Vall d'Uixó, 25

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12004

Country: Spain

Contact person: Patronato Provincial Turismo de Castellón

E-mail: turismodecastellon@dipc.as

Telephone: +34 964359883

Fax: +34 964359870

Internet address(es):Main address: <http://www.turismodecastellon.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QIUtdkniWFwQK2TEfXGy%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=ZmGyxnzAUFsSugstABGr5A%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=QIUtdkniWFwQK2TEfXGy%2BA%3D%3D>

Additional information can be obtained from the abovementioned address

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**

Campaña comunicación marca «Castellón Mediterráneo»

Reference number: 6/19

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña comunicación marca «Castellón Mediterráneo».

II.1.5. Estimated total value

Value excluding VAT: 330 578,51 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Campaña comunicación marca «Castellón Mediterráneo».

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Planteamiento estratégico y propuesta de actuaciones de la campaña / Weighting: 32

Cost criterion - Name: Valoración de la eficacia del plan de medios / Weighting: 48

Cost criterion - Name: Oferta económica / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 330 578,51 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 7

This contract is subject to renewal: no

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.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio. Descripción: al menos una vez y media el valor del contrato.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Trabajos realizados. Descripción: mínimo importe anual acumulado igual o superior al 70 % del valor del contrato.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones tipo social. Descripción: ver Pliegos.

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: 23/04/2019 Local time: 18:00

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: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 30/04/2019 Local time: 12:40

Place:

Diputación Provincial de Castellón.

Datos de dirección:

— Calle: Plaza de las Aulas, 7,

— Código postal: 12001,

— Población: Castellón,

— 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: Patronato Provincial de Turismo de Castellón

Postal address: Avenida Vall d'Uixó, 25

Town: Castellón de la Plana

Postal code: 12004

Country: Spain

E-mail: rpoles@dipcas.es

Telephone: +34 964359584

VI.5. Date of dispatch of this notice

18/03/2019