

138220-2026 - Planning

Spain – Advertising campaign services – PLANIFICACIÓN DE MEDIOS Y COMPRA DE ESPACIOS PUBLICITARIOS EN PRENSA, RADIO, TELEVISIÓN, REDES SOCIALES Y PLATAFORMAS DIGITALES, ASÍ COMO EJECUCIÓN Y SEGUIMIENTO DE LOS PLANES DE MEDIOS PARA UNA CAMPAÑA PARA PROMOCIONAR LOS PRODUCTOS PESQUEROS Y ACUÍCOLAS SOSTENIBLES EN EL ÁMBITO DE LA COMUNIDAD AUTÓNOMA ANDALUZA

OJ S 41/2026 27/02/2026

Prior information notice or a periodic indicative notice used to shorten time limits for receipt of tenders

Services

1. Buyer

1.1. Buyer

Official name: Agencia de Gestión Agraria y Pesquera de Andalucía

Email: contratacion.agapa@juntadeandalucia.es

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: PLANIFICACIÓN DE MEDIOS Y COMPRA DE ESPACIOS PUBLICITARIOS EN PRENSA, RADIO, TELEVISIÓN, REDES SOCIALES Y PLATAFORMAS DIGITALES, ASÍ COMO EJECUCIÓN Y SEGUIMIENTO DE LOS PLANES DE MEDIOS PARA UNA CAMPAÑA PARA PROMOCIONAR LOS PRODUCTOS PESQUEROS Y ACUÍCOLAS SOSTENIBLES EN EL ÁMBITO DE LA COMUNIDAD AUTÓNOMA ANDALUZA

Description: Prestación de servicios para la planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, redes sociales y plataformas digitales, así como la ejecución y seguimiento de los planes de medios para una campaña para promocionar los productos pesqueros y acuícolas sostenibles en el ámbito de la Comunidad Autónoma Andaluza.

Internal identifier: CONTR 2026 45819

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: LOTE 1: Radio, prensa y televisión

Description: Radio, prensa y televisión

Internal identifier: LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

5.1.3. Estimated duration

Start date: 26/03/2026

Duration end date: 30/12/2027

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.12. Terms of procurement

Terms of submission:

Languages in which tenders or requests to participate may be submitted: Spanish

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Information about review deadlines: 15 DÍAS HÁBILES

Organisation providing additional information about the procurement procedure: Agencia de Gestión Agraria y Pesquera de Andalucía

Organisation providing more information on the review procedures: Agencia de Gestión Agraria y Pesquera de Andalucía

5.1. Lot: LOT-0002

Title: LOTE 2: Redes sociales y plataformas digitales

Description: Redes sociales y plataformas digitales

Internal identifier: LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

5.1.3. Estimated duration

Start date: 26/03/2026

Duration end date: 30/12/2026

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.12. Terms of procurement

Terms of submission:

Languages in which tenders or requests to participate may be submitted: Spanish

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Information about review deadlines: 15 DÍAS HÁBILES

Organisation providing additional information about the procurement procedure: Agencia de Gestión Agraria y Pesquera de Andalucía

Organisation providing more information on the review procedures: Agencia de Gestión Agraria y Pesquera de Andalucía

8. Organisations

8.1. ORG-0001

Official name: Agencia de Gestión Agraria y Pesquera de Andalucía

Registration number: Q4100797B

Postal address: C/ Bergantín 39

Town: Sevilla

Postcode: 41012

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Contact point: Agencia de Gestión Agraria y Pesquera de Andalucía

Email: contratacion.agapa@juntadeandalucia.es

Telephone: +34954712493

Internet address: <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

Information exchange endpoint (URL): <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

Buyer profile: <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Registration number: S4111001F

Postal address: C/ BARCELONA 4-6

Town: Sevilla

Postcode: 41001

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Email: tarcja@juntadeandalucia.es

Telephone: 671 53 08 56

Fax: 955 51 50 41

Internet address: <https://juntadeandalucia.es/organismos/tarc.html>

Roles of this organisation:

Review organisation

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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