

141897-2026 - Competition

Italy – Advertising and marketing services – PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI PIANIFICAZIONE E ACQUISTO DI SPAZI PUBBLICITARI 2

OJ S 42/2026 02/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: INTERCENT-ER AGENZIA REGIONALE DI SVILUPPO DEI MERCATI TELEMATICI

Email: intercenter@postacert.regione.emilia-romagna.it

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI PIANIFICAZIONE E ACQUISTO DI SPAZI PUBBLICITARI 2

Description: PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI PIANIFICAZIONE E ACQUISTO DI SPAZI PUBBLICITARI 2

Procedure identifier: 32275ca2-81aa-4786-b0e5-05326a34c0f8

Internal identifier: 799 - Pianificazione e acquisto spazi pubblicitari sui mass media per la Giunta regionale

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Additional information: Informazioni supplementari

2.1.3. Value

Estimated value excluding VAT: 11 025 000,00 EUR

Maximum value of the framework agreement: 11 025 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Servizio di pianificazione e acquisto di spazi pubblicitari

Description: Servizio di pianificazione e acquisto di spazi pubblicitari

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 11 025 000,00 EUR

Maximum value of the framework agreement: 11 025 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: References on specified services

Description of selection criterion: Referenze su servizi specifici

Criterion: Enrolment in a trade register

Description of selection criterion: Iscrizione al registro di commercio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Offerta economicamente più vantaggiosa

5.1.11. Procurement documents

Deadline for requesting additional information: 16/03/2026 16:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: http://intercenter.regione.emilia-romagna.it/search_bandi?getId=BANDO_GARA_PORTALE@13044228

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://sater.regione.emilia-romagna.it>

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

Electronic catalogue: Required

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of tenders: 08/04/2026 16:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Conditions relating to the performance of the contract: Prestazioni

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 9 999

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TAR Emilia Romagna - Bologna

Information about review deadlines: Vedi capitolato

Procurement service provider: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

8. Organisations

8.1. ORG-0001

Official name: INTERCENT-ER AGENZIA REGIONALE DI SVILUPPO DEI MERCATI TELEMATICI

Registration number: 91252510374

Town: Bologna

Postcode: 40127

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Contact point: Felicia Ilgrande

Email: intercenter@postacert.regione.emilia-romagna.it

Telephone: 0515273081

Buyer profile: <http://intercenter.regione.emilia-romagna.it/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TAR Emilia Romagna - Bologna

Registration number: 92004480379

Town: Bologna

Postcode: 40121

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Contact point: TAR Emilia Romagna - Bologna

Email: tarbo-segrprotocolloamm@ga-cert.it

Telephone: 0514293101

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

Registration number: 97584460584

Town: Roma

Postcode: 00187

Country subdivision (NUTS): Roma (ITI43)

Country: Italy

Contact point: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

Email: protocollo@pec.anticorruzione.it

Telephone: 06367231

Roles of this organisation:

Procurement service provider

Notice information

Notice identifier/version: 32275ca2-81aa-4786-b0e5-05326a34c0f8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 26/02/2026 15:19:23 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Italian

Notice publication number: 141897-2026

OJ S issue number: 42/2026

Publication date: 02/03/2026