

Spain-Castellón de la Plana: Advertising services

OJ S 60/2021 26/03/2021

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=0do%2F4Hr8NvDnSoTX3z%2F7wA%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 publicidad en mercado nacional

Reference number: 1/21

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña publicidad en mercado nacional.

II.1.5. Estimated total value

Value excluding VAT: 2 343 801,60 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Creatividad de la campaña publicitaria

Lot No: 1

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Creatividad de la campaña publicitaria.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Lote 1. Calidad de la creatividad de la empresa / Weighting: 49

Cost criterion - Name: Lote 2. Porcentaje beneficio industrial / Weighting: 100

Cost criterion - Name: Lote 1. Precio creatividad / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 20 000,00 EUR

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

Start: 01/06/2021 End: 30/11/2021

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: yes

Description of options:

Posibilidad de prórroga hasta tres anualidades más.

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

II.2. Description

II.2.1. Title

Planificación estratégica y compra de espacios publicitarios
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Planificación estratégica y compra de espacios publicitarios.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Lote 1. Calidad de la creatividad de la empresa / Weighting: 49

Cost criterion - Name: Lote 2. Porcentaje beneficio industrial / Weighting: 100

Cost criterion - Name: Lote 1. Precio creatividad / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 565 950,41 EUR

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

Start: 01/06/2021 End: 30/11/2021

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: yes

Description of options:

Posibilidad de prórroga hasta tres anualidades más.

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.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Trabajos realizados.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: cumplimiento de los pagos a subcontratistas o suministradores que participen en el contrato.

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: 20/04/2021 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: 21/04/2021 Local time: 10:00

Place:

Diputación Provincial de Castellón.

Datos de dirección:

— calle: plaza de la Aulas, s/n,

— código postal: 12001,

— población: Castelló,

— 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: Castelló

Postal code: 12004

Country: Spain

Internet address: <https://turismodecastellon.sedelectronica.es/info.0>

VI.5. Date of dispatch of this notice

22/03/2021