

Spain-Alcoy: Advertising and marketing services
OJ S 52/2023 14/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Alcoy

National registration number: P0300900H

Postal address: Plaza de España, 1

Town: Alcoy

NUTS code: ES521 Alicante/Alacant

Postal code: 03801

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Alcoy

E-mail: contratacion@alcoi.org

Telephone: +34 965537102

Fax: +34 965537188

Internet address(es):

Main address: <http://www.ajualcoi.org>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=d%2BuNhR1jnOkQK2TEfXGy%2BA%3D%3D>

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

Servicios de compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

Reference number: C.1290

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 37 190,08 EUR

II.2. Description

II.2.1. Title

Lote 1 - Publicidad Institucional

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 1 - Publicidad Institucional

II.2.5. Award criteria

Quality criterion - Name: Plan de medios y memoria explicativa lote 1 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 1 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 1 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 1 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 1 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 1 / Weighting: 20

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

II.2. Description

II.2.1. Title

Lote 2- Promoción turística

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 2- Promoción turística

II.2.5. Award criteria

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 2 / Weighting: 18

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación por campaña lote 2 / Weighting: 82

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

II.2. Description

II.2.1. Title

Lote 3 - Promoción cultural

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 3 - Promoción cultural

II.2.5. Award criteria

Quality criterion - Name: Plan de medios y memoria explicativa lote 3 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 3 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 3 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 3 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 3 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 3 / Weighting: 20

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 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 215-617557](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: C.1290 LOTE 2

Lot No: 2

Title:

Lote 2- Promoción turística

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/03/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Difusión Comunicación Integral, S.L.

National registration number: B54394960

Postal address: CASETA MASCARELLES, 66

Town: Alcoy

NUTS code: ES521 Alicante/Alacant

Postal code: 03803

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 37 190,08 EUR

Total value of the contract/lot: 37 190,08 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Junta de Gobierno del Ayuntamiento de Alcoy

Postal address: Plaza de España, 1

Town: Alcoy

Postal code: 03801

Country: Spain

VI.5. Date of dispatch of this notice

09/03/2023