

164287-2026 - Competition

Portugal – Advertising services – CONCURSO PÚBLICO INTERNACIONAL N° 40/2026/DCP/DMC/ AQUISIÇÃO DE PARCEIRO MEDIÁTICO

OJ S 48/2026 10/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Agência para a Reforma Tecnológica do Estado, IP

Email: contratacao@arte.gov.pt

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: CONCURSO PÚBLICO INTERNACIONAL N° 40/2026/DCP/DMC/ AQUISIÇÃO DE PARCEIRO MEDIÁTICO

Description: Aquisição de serviços de parceiro mediático para iniciativa nacional sobre serviços públicos digitais com difusão de conteúdos multiplataforma em televisão, rádio, imprensa e plataformas digitais relacionados com os temas principais do portal único gov.pt (atendimento omnicanal, transformação digital da Administração Pública e literacia digital),

Procedure identifier: 77cd91c2-6625-47bc-8d7b-9ca1dd568a5f

Internal identifier: CPI 40/2026/DCP/DMC

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Conforme peças do procedimento.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Town: Todas

Country subdivision (NUTS): Extra-Regio NUTS 3 (PTZZZ)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 91 999,95 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

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

5. Lot

5.1. Lot: LOT-0000

Title: CONCURSO PÚBLICO INTERNACIONAL Nº 40/2026/DCP/DMC/ AQUISIÇÃO DE PARCEIRO MEDIÁTICO

Description: Aquisição de serviços de parceiro mediático para iniciativa nacional sobre serviços públicos digitais com difusão de conteúdos multiplataforma em televisão, rádio, imprensa e plataformas digitais relacionados com os temas principais do portal único gov.pt (atendimento omnicanal, transformação digital da Administração Pública e literacia digital), Internal identifier: CPI 40/2026/DCP/DMC

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: Todas

Country subdivision (NUTS): Extra-Regio NUTS 3 (PTZZZ)

Country: Portugal

5.1.3. Estimated duration

Duration: 543 Days

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 91 999,95 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project fully or partially financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: https://www.acingov.pt/acingovprod/2/zonaPublica/zona_publica_c/downloadProcedurePiece/MTA2NjU3OA

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.acingov.pt>

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

Electronic catalogue: Allowed

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

Variants: Not allowed

Deadline for receipt of tenders: 08/04/2026 23:59:59 (UTC+00:00) Western European Time, GMT

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: Conforme peças do procedimento

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Conforme peças do procedimento

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: Agência para a Reforma Tecnológica do Estado, IP

Information about review deadlines: 10 dias

8. Organisations

8.1. ORG-0001

Official name: Agência para a Reforma Tecnológica do Estado, IP

Registration number: 508184509

Department: Direção de Compras Públicas

Postal address: Rua de Santa Marta n.º 55

Town: Lisboa

Postcode: 1150-294

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

Contact point: Direção de Compras Públicas

Email: contratacao@arte.gov.pt

Telephone: 217231200

Fax: 217231220

Internet address: <https://www.arte.gov.pt>

Information exchange endpoint (URL): <https://www.acingov.pt>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)

Registration number: 500792887

Department: Unidade do Diário da República

Postal address: Avenida António José de Almeida

Town: Lisboa

Postcode: 1000-042

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

Contact point: Ponto de contacto

Email: 2serie@diariodarepublica.pt

Telephone: +351 217810870

Fax: +351 213945716

Internet address: <https://diariodarepublica.pt>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 632d42d2-73b5-4d5d-8ab1-33b9b51103f8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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