

165330-2026 - Competition

Ireland – Advertising services – 9348 – Creative Advertising Services

OJ S 48/2026 10/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Iarnród Éireann-Irish Rail

Email: stephen.lynch@irishrail.ie

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting entity: Railway services

2. Procedure

2.1. Procedure

Title: 9348 – Creative Advertising Services

Description: 9348 – Creative Advertising Services

Procedure identifier: f99ddc9f-460c-40c2-8c3e-a68cbaf9cd17

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Ireland

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 3 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: 9348 – Creative Advertising Services

Description: 9348 – Creative Advertising Services

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Ireland

Anywhere in the given country

5.1.3. Estimated duration

Duration: 5 Years

5.1.4. Renewal

Maximum renewals: 2

5.1.5. Value

Estimated value excluding VAT: 3 500 000,00 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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 26/03/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7678088>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7678088>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 09/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

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: to be outlined in the procurement documents

Financial arrangement: if required, to be outlined in the procurement document

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: The High Court of Ireland

Organisation providing additional information about the procurement procedure: Iarnród Éireann-Irish Rail

Organisation providing offline access to the procurement documents: Iarnród Éireann-Irish Rail

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Iarnród Éireann-Irish Rail

Organisation processing tenders: Iarnród Éireann-Irish Rail

8. Organisations

8.1. ORG-0001

Official name: Iarnród Éireann-Irish Rail

Registration number: 119571

Postal address: Inchicore

Town: Dublin

Postcode: Dublin 8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: stephen.lynch@irishrail.ie

Telephone: 017304335

Internet address: <https://www.irishrail.ie>

Buyer profile: <https://www.irishrail.ie>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: bd1de18d-3331-4825-8c10-ed65d8bcd0e0 - 01

Form type: Competition

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