

**NL-Amsterdam: advertising and marketing services**  
**OJ S 100/2012 26/05/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Gemeente Amsterdam - Dienst Infrastructuur Verkeer en Vervoer

Postal address: Postbus 95089

Town: Amsterdam

Postal code: 1090 HB

Country: Netherlands

Contact person: Beheer11-42@ivv.amsterdam.nl

**Internet address(es):**

General address of the contracting authority: <http://www.ivv.amsterdam.nl>

**I.2. Type of the contracting authority**

Regional or local authority

**I.3. Main activity**

General public services

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Bestek Beheer 11-42 Exploitatie Culturele Affichage op Driehoeksborden, Verkeersregelkasten en Tramkasten.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code NL326 Groot-Amsterdam

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Het betreft een concessie voor het beheren, onderhouden en exploiteren van Culturele affichage op Driehoeksborden, Verkeersregelkasten en Tramkasten. De gemeente Amsterdam zal tegen een overeengekomen jaarlijkse afdracht het recht aan de Exploitant verlenen om gedurende de looptijd van de overeenkomst de in het Bestek genoemde locaties Driehoeksborden, Verkeersregelkasten en Tramkasten op het grondgebied van de gemeente Amsterdam te exploiteren ten behoeve van reclaimedoeleinden.

**II.1.5. CPV code(s)**

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of  
1. Zie Bestek Beheer 11-42.

**IV.2.2. Information about electronic auction**

An electronic auction has been used: no

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**

Beheer 11-42.

**IV.3.2. Previous publication concerning this procedure**

**Prior information notice**

Notice number in the OJ S: [2011/S 208-338883](#) of 28.10.2011

**Contract notice**

Notice number in the OJ S: [2011/S 216-352569](#) of 10.11.2011

**Section V: Award of contract**

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Contract No: 1

**V.1. Date of conclusion of the contract**

19.4.2012

**V.2. Information about tenders**

Number of tenders received: 3

**V.3. Name and address of the contractor**

Official name: Centercom Buitenreclame BV

Postal address: Postbus 9300

Town: Amstelveen

Postal code: 1180 MH

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **VI.2. Additional information**

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Country: Netherlands

#### **Body responsible for mediation procedures**

Country: Netherlands

#### **VI.3.2. Review procedure**

#### **VI.3.3. Service from which information about the review procedure may be obtained**

Country: Netherlands

### **VI.4. Date of dispatch of this notice**

22.5.2012