

**Spain-València: Advertising services**  
**OJ S 57/2023 21/03/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Conselleria de Política Territorial, Obras Públicas y Movilidad

National registration number: S4611001A

Postal address: Carrer de la Democràcia 77 - CA 9 d' octubre Torre 1

Town: València

NUTS code: ES52 Comunitat Valenciana

Postal code: 46018

Country: Spain

Contact person: Conselleria de Política Territorial, Obras Públicas y Movilidad

E-mail: [contrataciontorre1@gva.es](mailto:contrataciontorre1@gva.es)

Telephone: +34 961208155

**Internet address(es):**

Main address: <http://politicaterritorial.gva.es/va/>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AJOJNyOnu8uXQV0WE7IYPw%3D%3D>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Servicios de una agencia de medios para la difusión de acciones de comunicación incluidos el asesoramiento, gestión y compra de espacios.

Reference number: CMAYOR/2022/03Y01/27

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de una agencia de medios para la difusión de acciones de comunicación incluidos el asesoramiento, gestión y compra de espacios.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 076 664,70 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341200 Advertising management services, 79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: ES52 Comunitat Valenciana

#### **II.2.4. Description of the procurement**

Servicios de una agencia de medios para la difusión de acciones de comunicación incluidos el asesoramiento, gestión y compra de espacios.

#### **II.2.5. Award criteria**

Quality criterion - Name: memoria descriptiva / Weighting: 20

Cost criterion - Name: mejor oferta económica / Weighting: 80

#### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

##### **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 172-487599](#)

##### **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**

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Contract No: 1

**Title:**

Servicios de una agencia de medios para la difusión de acciones de comunicación incluidos el asesoramiento, gestión y compra de espacios.

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

14/03/2023

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

**V.2.3. Name and address of the contractor**

Official name: Zenithbrmedia S.A.

National registration number: A96974340

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46002

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: 1 076 664,70 EUR

Total value of the contract/lot: 1 076 664,70 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Conselleria de Política Territorial, Obras Públicas y Movilidad

Postal address: Carrer de la Democràcia 77 - CA 9 d' octubre Torre 1

Town: Valencia

Postal code: 46018

Country: Spain

E-mail: [contrataciontorre1@gva.es](mailto:contrataciontorre1@gva.es)

Internet address: <https://contrataciondelestado.es>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Conselleria de Política Territorial, Obras Públicas y Movilidad

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Town: Valencia

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**VI.5. Date of dispatch of this notice**

16/03/2023