

Spain-Seville: Advertising services
OJ S 71/2020 09/04/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Diputación Provincial de Sevilla

National registration number: P4100000A

Postal address: Avenida Menéndez Pelayo, 32

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41071

Country: Spain

Contact person: Eva María Gandul Jiménez

E-mail: evaganduljimenez@dipusevilla.es

Telephone: +34 954550216

Fax: +34 954550861

Internet address(es):

Main address: www.dipusevilla.es

Address of the buyer profile: <https://sedeelectronicadipusevilla.es/LicytalPub/jsp/pub/index.faces?cif=P4100000A#no-back-button>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

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

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 921 487,60 EUR

II.2. Description

II.2.1. Title

Lote 2: Avante Comunicación, S. L., 36 %
Lot No: 7

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40
Quality criterion - Name: Relación difusión-precio / Weighting: 20
Quality criterion - Name: Contenidos locales / Weighting: 10
Price - Weighting: 30

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: Publicaciones del Sur, S. A., 34 %
Lot No: 8

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Entusiasmo y Mucho Valor, S. L. U., 30 %

Lot No: 9

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Sociedad Española de Radiodifusión, S. L. U., 32 %

Lot No: 10

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Radio Popular, S. A., COPE, 27 %

Lot No: 11

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Uniprex, S. A. U., 17 %
Lot No: 12

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40
Quality criterion - Name: Relación difusión-precio / Weighting: 20
Quality criterion - Name: Contenidos locales / Weighting: 10
Price - Weighting: 30

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: Guadalmedia, S. A., 12 %
Lot No: 13

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40
Quality criterion - Name: Relación difusión-precio / Weighting: 20
Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Avante Comunicación, S. L., 7 %
Lot No: 14

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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: Entusiasmo y Mucho Valor, S. L. U., 5 %
Lot No: 15

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla
Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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 4: Guadalmedia, S. A., 40 %

Lot No: 16

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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 4: Entusiasmo y Mucho Valor, S. L. U., 35 %

Lot No: 17

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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 4: Publicaciones del Sur, S. A., 25 %

Lot No: 18

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES618 Sevilla

Main site or place of performance: Sevilla.

II.2.4. Description of the procurement

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Sevilla.

II.2.5. Award criteria

Quality criterion - Name: Indicadores de audiencia / Weighting: 40

Quality criterion - Name: Relación difusión-precio / Weighting: 20

Quality criterion - Name: Contenidos locales / Weighting: 10

Price - Weighting: 30

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

The procurement involves the establishment of a framework agreement

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: [2019/S 035-078842](#)

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: 7

Lot No: 7

Title:

Lote 2: Avante Comunicación, S. L., 36 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Avante Comunicación, S. L.

National registration number: B80518822

Town: Madrid

NUTS code: ES300 Madrid

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: 37 407,29 EUR

Total value of the contract/lot: 37 407,29 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 8

Lot No: 8

Title:

Lote 2: Publicaciones del Sur, S. A., 34 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Publicaciones del Sur, S. A.

National registration number: A11627395

Town: Jerez de la Frontera

NUTS code: ES612 Cádiz

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 35 329,10 EUR

Total value of the contract/lot: 35 329,10 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 9

Lot No: 9

Title:

Lote 2: Entusiasmo y Mucho Valor, S. L. U., 30 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: IKI Media Solutions, S. L.

National registration number: B85808376

Town: Madrid

NUTS code: ES300 Madrid

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: 31 172,74 EUR

Total value of the contract/lot: 31 172,74 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 10

Lot No: 10

Title:

Lote 3: Sociedad Española de Radiodifusión, S. L. U., 32 %

A contract/lot is awarded: yes

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

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Sociedad Española de Radiodifusión, S. L. U.

National registration number: B28016970

Town: Madrid

NUTS code: ES300 Madrid

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: 177 654,92 EUR

Total value of the contract/lot: 177 654,92 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 11

Lot No: 11

Title:

Lote 3: Radio Popular, S. A., COPE, 27 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Radio Popular, S. A., COPE

National registration number: A28281368

Town: Sevilla

NUTS code: ES618 Sevilla

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: 149 896,34 EUR

Total value of the contract/lot: 149 896,34 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 12

Lot No: 12

Title:

Lote 3: Uniprex, S. A. U., 17 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Uniprex, S. A. U.

National registration number: A28782936
Town: San Sebastián de los Reyes
NUTS code: ES300 Madrid
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: 94 379,18 EUR
Total value of the contract/lot: 94 379,18 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 13

Lot No: 13

Title:

Lote 3: Guadalmedia, S. A., 12 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Guadalmedia Publicidad, S. A.

National registration number: A91483545

Town: Sevilla

NUTS code: ES618 Sevilla

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: 66 620,60 EUR

Total value of the contract/lot: 66 620,60 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 14

Lot No: 14

Title:

Lote 3: Avante Comunicación, S. L., 7 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Avante Comunicación, S. L.

National registration number: B80518822

Town: Madrid

NUTS code: ES30 Comunidad de Madrid

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: 38 862,01 EUR

Total value of the contract/lot: 38 862,01 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 15

Lot No: 15

Title:

Lote 3: IKI Media Solutions, S. L., 5 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: IKI Media Solutions, S. L.

National registration number: B85808376

Town: Madrid

NUTS code: ES30 Comunidad de Madrid

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: 27 758,58 EUR

Total value of the contract/lot: 27 758,58 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 16

Lot No: 16

Title:

Lote 4: Guadalmedia, S. A., 40 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Guadalmedia Publicidad, S. A.

National registration number: A91483545

Town: Sevilla

NUTS code: ES618 Sevilla

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: 51 325,17 EUR

Total value of the contract/lot: 51 325,17 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 17

Lot No: 17

Title:

Lote 4: Entusiasmo y Mucho Valor, S. L. U., 35 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: IKI Media Solutions, S. L.
National registration number: B28016970
Town: Madrid
NUTS code: ES30 Comunidad de Madrid
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: 44 909,52 EUR
Total value of the contract/lot: 44 909,52 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 18

Lot No: 18

Title:

Lote 4: Publicaciones del Sur, S. A., 25 %

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/03/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Publicaciones del Sur, S. A.
National registration number: A11627395
Town: Jerez de la Frontera
NUTS code: ES618 Sevilla
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: 32 078,23 EUR
Total value of the contract/lot: 32 078,23 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: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Town: Sevilla

Country: Spain

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

Official name: Servicio de Contratación de la Diputación Provincial de Sevilla

Town: Sevilla

Postal code: 41071

Country: Spain

E-mail: contratacion-licitaciones@dipusevilla.es

Telephone: +34 954550216

VI.5. Date of dispatch of this notice

06/04/2020