

**Spain-Alcoy: Advertising and marketing 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: Junta de Gobierno del Ayuntamiento de Alcoy

National registration number: P0300900H

Postal address: Plaza de España, 1

Town: Alcoy

NUTS code: ES521 Alicante/Alacant

Postal code: 03801

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Alcoy

E-mail: [contratacion@alcoi.org](mailto:contratacion@alcoi.org)

Telephone: +34 965537102

Fax: +34 965537188

**Internet address(es):**

Main address: <http://www.ajualcoi.org>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=d%2BuNhR1jnOkQK2TEfXGy%2BA%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 compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

Reference number: C.1290

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

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

This contract is divided into lots: yes

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

Value excluding VAT: 152 892,56 EUR

## **II.2. Description**

### **II.2.1. Title**

Lote 1 - Publicidad Institucional

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: ES521 Alicante/Alacant

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

Lote 1 - Publicidad Institucional

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

Quality criterion - Name: Plan de medios y memoria explicativa lote 1 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 1 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 1 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 1 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 1 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 1 / Weighting: 20

### **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- Promoción turística

Lot No: 2

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

79340000 Advertising and marketing services

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

NUTS code: ES521 Alicante/Alacant

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

Lote 2- Promoción turística

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

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 2 / Weighting: 18

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación por campaña lote 2 / Weighting: 82

### **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 - Promoción cultural

Lot No: 3

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

79340000 Advertising and marketing services

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

NUTS code: ES521 Alicante/Alacant

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

Lote 3 - Promoción cultural

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

Quality criterion - Name: Plan de medios y memoria explicativa lote 3 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 3 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 3 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 3 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 3 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 3 / Weighting: 20

### **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**

Open procedure

#### **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 215-617557](#)

##### **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:** C.1290 LOTE 1

**Lot No:** 1

**Title:**

Lote 1 - Publicidad Institucional

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/03/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

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

Official name: Difusión Comunicación Integral, S.L.

National registration number: B54394960

Postal address: CASETA MASCARELLES, 66

Town: Alcoy

NUTS code: ES521 Alicante/Alacant

Postal code: 03803

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: 152 892,56 EUR

Total value of the contract/lot: 152 892,56 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: Junta de Gobierno del Ayuntamiento de Alcoy

Postal address: Plaza de España, 1

Town: Alcoy

Postal code: 03801

Country: Spain

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

16/03/2023