

Spain-Elda: Advertising services
OJ S 58/2023 22/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Elda

National registration number: P0306600H

Postal address: Plaza de la Constitución, 1

Town: Elda

NUTS code: ES521 Alicante/Alacant

Postal code: 03600

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Elda

E-mail: contratacion@elda.es

Telephone: +34 965380402

Fax: +34 966989216

Internet address(es):

Main address: <http://www.elda.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=KSC27rXD1OsQK2TEfXGy%2BA%3D%3D>

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

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

Reference number: 001/2022/14430

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 123 966,94 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: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

II.2.5. Award criteria

Quality criterion - Name: Organización y Experiencia personal adscrito al servicio / Weighting: 40

Cost criterion - Name: 1- Descuento sobre Tarifas Generales publicadas en Anexo A (en %) / Weighting: 40

Cost criterion - Name: 2- Comisión de agencia / 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

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 215-617594](#)

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: 001/2022/14430

Title:

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/03/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Town: ALICANTE

NUTS code: ES España

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: 123 966,94 EUR

Total value of the contract/lot: 123 966,94 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: Ayuntamiento de Elda

Postal address: Plaza Constitución, nº 1

Town: Elda

Postal code: 03600

Country: Spain

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

Official name: Ayuntamiento de Elda

Postal address: Plaza Constitución, nº 1

Town: Elda

Postal code: 03600

Country: Spain

VI.5. Date of dispatch of this notice

17/03/2023