

184178-2026 - Competition

Spain – Advertising services – Agencia de medios para la realización de actividades de publicidad, promoción y difusión en medios de comunicación de materias competencia de la Conselleria de Agricultura, Agua, Ganadería y Pesca

OJ S 53/2026 17/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Conselleria de Agricultura, Agua, Ganadería y Pesca

Email: contrataagr@gva.es

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Agencia de medios para la realización de actividades de publicidad, promoción y difusión en medios de comunicación de materias competencia de la Conselleria de Agricultura, Agua, Ganadería y Pesca

Description: La descripción detallada del objeto del contrato y las necesidades a satisfacer se detallan en el Anexo I al pliego de cláusulas administrativas particulares (PCAP).

Procedure identifier: 78ee09cc-0d1d-49fd-96d3-41f160afa567

Internal identifier: CMAYOR/2026/26Y03/0012

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 3 122 760,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Incumplimiento legislación nacional

5. Lot

5.1. Lot: LOT-0000

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Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Start date: 01/06/2026

Duration end date: 30/11/2027

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: El contrato podrá prorrogarse por un plazo máximo de 1 año /s

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Notice
Criterion: General yearly turnover
Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services
Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Coste de intermediación (Comisión) de la agencia sobre las acciones de publicidad contratadas.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: media de los descuentos ofertados sobre las tarifas oficiales de los medios con mayor difusión o audiencia.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 80

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=auJC9Nf8PvgXhk1FZxEyvw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=auJC9Nf8PvgXhk1FZxEyvw%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/04/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 17/04/2026 09:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemáticamente

Opening date: 23/04/2026 12:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemáticamente

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: 1.Las nuevas contrataciones para la ejecución de este contrato se efectuarán entre personas que se encuentren en situación legal desempleo y, cuando sea posible, entre colectivos con dificultades de acceso al mercado laboral (mujeres, personas desempleadas de larga duración y personas con diversidad funcional).

Electronic invoicing: Required

Electronic ordering will be used: no
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Conselleria de Agricultura, Agua, Ganadería y Pesca - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: 15 días desde la resolución

8. Organisations

8.1. ORG-0001

Official name: Conselleria de Agricultura, Agua, Ganadería y Pesca

Registration number: 21694250213185

Registration number: S4611001A

Town: Valencia

Postcode: 46018

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Contact point: Conselleria de Agricultura, Agua, Ganadería y Pesca

Email: contrataagr@gva.es

Telephone: 961247013

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=2gwTJZWGDqMeIBJRHQiPkQ%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: c3894437-2b19-4027-bef4-2211cd4702c5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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