

Spain-Palma de Mallorca: Advertising services
OJ S 104/2016 01/06/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia de Turismo de les Illes Balears (ATB)

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

Contact person: Agencia de Turismo de las Islas Baleares (ATB)

For the attention of: Área Jurídica de la Atb

E-mail: ibalfagon@atb.caib.es, lbuades@atb.caib.es

Internet address(es):

General address of the contracting authority: www.plataformadecontractacio.caib.es

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: turismo

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Servicios de una agencia de medios para la planificación y compra de espacios publicitarios en medios de comunicación impresos, televisivos, radiofónicos y digitales para la promoción de las Islas Baleares como destino turístico.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Asesoramiento y elaboración de un plan de medios para el año 2016 que contemple la compra de espacios publicitarios en medios de comunicación.

II.1.5. CPV code(s)

79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 206 611,57 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Criterios económicos. Weighting 60
2. Criterios subjetivos. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

031/2016

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 026-042297](#) of 6.2.2016

Section V: Award of contract

Lot title: Contrato de servicios de una agencia de medios para el año 2016

V.1. Date of conclusion of the contract

10.5.2016

V.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Iris Media, Agencia de Medios, S.L.

Postal address: Cronos, 63

Town: Madrid

Postal code: 28037

Country: Spain

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 330 578,51 EUR
excluding VAT
Total value of the procurement:
Value: 206 611,57 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

27.5.2016