

Spain-Logroño: Advertising services
OJ S 106/2014 04/06/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: La Rioja Turismo, S.A.U.

Postal address: calle San Millán, 25 (Edificio Riojaforum)

Town: Logroño

Postal code: 26004

Country: Spain

For the attention of: Santiago Hernansanz

E-mail: administracion@lariojaturismo.com

Telephone: +34 941287354

Fax: +34 941287357

Internet address(es):

General address of the contracting authority: http://www.lariojaturismo.com/perfil_contratante/index.php?ld_contenido=20239

I.2. Type of the contracting authority

Other: Sociedad mercantil de propiedad pública

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

Realización de la planificación, ejecución y control de la campaña de publicidad en TV de La Rioja Turismo en 2014.

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

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)

Realización de la planificación, ejecución y control de la campaña de publicidad en TV de La Rioja Turismo en 2014.

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: 504 146,69 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. Oferta técnica. Weighting 80
2. Oferta económica. Weighting 20

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 50-083792](#) of 12.3.2014

Section V: Award of contract

V.1. Date of conclusion of the contract

8.5.2014

V.2. Information about tenders

Number of tenders received: 9

V.3. Name and address of the contractor

Official name: Media Planning Group, S.A.
Postal address: av. General Perón, 38
Town: Madrid
Postal code: 28020

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

Initial estimated total value of the contract/lot:
Value: 580 000 EUR
Total value of the procurement:
Value: 504 146,69 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

30.5.2014