

Spain-Valencia: Advertising services
OJ S 65/2023 31/03/2023
Contract notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Consejo de Administración de la Empresa Municipal de Transportes de Valencia, S.A.U.

National registration number: A46318416

Postal address: Plaza Correo Viejo, 5

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46001

Country: Spain

Contact person: Consejo de Administración de la Empresa Municipal de Transportes de Valencia, S.A.U.

E-mail: contractacio@emtvalencia.es

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zbNWgqTZvrDnSoTX3z%2F7wA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=3QpAiUqx4jUSugstABGr5A%3D%3D

[detalle_licitacion&idEvl=3QpAiUqx4jUSugstABGr5A%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=3QpAiUqx4jUSugstABGr5A%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

Reference number: 2023-0049

II.1.2. Main CPV code

79341000 Advertising services

II.1.3.

Type of contract

Services

II.1.4. Short description

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

II.1.5. Estimated total value

Value excluding VAT: 3 600 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

II.2.5. Award criteria

Criteria below

Quality criterion - Name: APTITUD DEL EQUIPO DE DIRECCIÓN, PLANIFICACIÓN Y COMERCIALIZACIÓN: 0 a 10 puntos / Weighting: 10

Quality criterion - Name: ESTRATEGIA Y PLAN DE COMERCIALIZACIÓN DE LA PUBLICIDAD EXTERIOR: 0 a 15 puntos. / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLAN DE COMERCIALIZACIÓN DE LA PUBLICIDAD INTERIOR: 0 a 5 puntos. / Weighting: 5

Quality criterion - Name: ORGANIZACIÓN DE LA PRODUCCIÓN Y LA COLOCACIÓN DE VINILOS: 0 a 5 puntos / Weighting: 5

Quality criterion - Name: PLAN DE RECURSOS HUMANOS, RECURSOS MATERIALES Y ORGANIZACIÓN: 0 a 5 puntos / Weighting: 5

Cost criterion - Name: CANON MENSUAL MÍNIMO GARANTIZADO: de 0 a 45 puntos / Weighting: 45

Cost criterion - Name: CANON VARIABLE: de 0 a 15 puntos / Weighting: 15

II.2.6. Estimated value

Value excluding VAT: 3 600 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 60

This contract is subject to renewal: yes

Description of renewals:

El contrato no admite prórrogas.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

El contrato no admite prórrogas.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

Titulos habilitantes: Certificado de Situación en el Censo de Actividades Económicas

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Otros

- Otros

- Otros

- Otros

- Otros

III.1.6. Deposits and guarantees required

Garantía Definitiva. Porcentaje: 5 %

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 02/05/2023 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Catalan, Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 03/05/2023 Local time: 08:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

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

Official name: Empresa Municipal de Transportes de València S.A.U (Medio Propio)

Postal address: Plaza Correo Viejo, 5

Town: València

Postal code: 46001

Country: Spain

VI.5. Date of dispatch of this notice

28/03/2023