

**UK-Leeds: advertising and marketing services**  
**OJ S 117/2012 21/06/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Leeds Metropolitan University

Postal address: Calverley Street

Town: Leeds

Postal code: LS1 3HE

Country: United Kingdom

Contact person: Financial Services

For the attention of: Liz Wilson

E-mail: [e.k.wilson@leedsmet.ac.uk](mailto:e.k.wilson@leedsmet.ac.uk)

Telephone: +44 1138123327

**Internet address(es):**

General address of the contracting authority: [www.leedsmet.ac.uk](http://www.leedsmet.ac.uk)

Address of the buyer profile: in-tendhost.co.uk/leedsmetuni

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Education

**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**

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**II.1. Description**

**II.1.1. Title**

243LW media monitoring tender.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Leeds.

NUTS code UKE42 Leeds

**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)**

Tender for media monitoring service for Leeds Metropolitan University.

The duration of this contract will be 3 years.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services, 79342000 Marketing 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: 50 000 GBP  
excluding VAT

### **Section IV: Procedure**

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#### **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

##### **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**

243LW

##### **IV.3.2. Previous publication concerning this procedure**

Prior information notice

Contract notice

Notice number in the OJ S: [2012/S 27-044017](#) of 9.2.2012

### **Section V: Award of contract**

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Contract No: 243LW

Lot title: Media monitoring.

#### **V.1. Date of conclusion of the contract**

1.5.2012

#### **V.2. Information about tenders**

Number of tenders received: 4

#### **V.3. Name and address of the contractor**

Official name: Precise Media Monitoring Ltd

Postal address: The Registry, Royal Mint Court

Town: London

Postal code: EC3N 4QN

Country: United Kingdom

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

Initial estimated total value of the contract/lot:

Value: 50 000 GBP  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**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**

19.6.2012