

Spain-Madrid: Advertising services

OJ S 79/2021 23/04/2021

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad Internacional Menéndez Pelayo

National registration number: Q2818022B

Postal address: C/ Isaac Peral, 23

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Rectorado de la Universidad Internacional Menéndez Pelayo

E-mail: expedientes@uimp.es

Telephone: +34 915920624

Internet address(es):Main address: <http://www.uimp.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=0R6CRx8tGJ6rz3GQd5r6SQ%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=sGa5r%2BFmizUuf4aBO%2BvQIQ%3D%3D

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=0R6CRx8tGJ6rz3GQd5r6SQ%3D%3D>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicio de asistencia a la comunicación institucional, elaboración y ejecución del plan de medios de la UIMP en 2021

Reference number: 35/2021

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de asistencia a la comunicación institucional, elaboración y ejecución del plan de medios de la UIMP en 2021.

II.1.5. Estimated total value

Value excluding VAT: 271 862,92 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

II.2. Description

II.2.1. Title

Apoyo, soporte y asistencia en la comunicación institucional externa de la universidad
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Apoyo, soporte y asistencia en la comunicación institucional externa de la universidad.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria explicativa del plan de comunicación (lote 1) / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 50 931,36 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

Nueve meses.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Elaboración y ejecución plan de medios
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Elaboración y ejecución plan de medios.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Elaboración y ejecución del plan de medios (lote 2) / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 85 000,00 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

Nueve meses.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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.1.2. 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:

Trabajos realizados.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: la empresa deberá establecer medidas que garanticen la aplicación de un plan de igualdad efectiva de mujeres y hombres, conforme establece la Ley Orgánica 3/2007. Asimismo, deberá establecer un plan de medidas para prevenir la siniestralidad laboral para garantizar la seguridad y la protección de la salud en el trabajo.

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: 20/05/2021 Local time: 13:00

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

Spanish

IV.2.7. Conditions for opening of tenders

Date: 03/06/2021 Local time: 13:00

Place:

UIMP online.

Datos de dirección:

— calle:

— código postal:

— 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: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@minhafp.es

Telephone: +34 913491319

VI.5. Date of dispatch of this notice

20/04/2021