

204091-2026 - Competition

Spain – Advertising management services – Contrato de servicios de una Agencia de Comunicación o Central de Medios para realizar los servicios de planificación estratégica y compra de espacios publicitarios de una campaña de publicidad

OJ S 59/2026 25/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de La Vall d'Uixó

Email: contratacion@lavallduixo.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contrato de servicios de una Agencia de Comunicación o Central de Medios para realizar los servicios de planificación estratégica y compra de espacios publicitarios de una campaña de publicidad

Description: Contrato de servicios SARA de una Agencia de Comunicación o Central de Medios para realizar los servicios de planificación estratégica y compra de espacios publicitarios de una campaña de publicidad

Procedure identifier: ce363f84-a6cb-49d9-a970-ff079613e782

Internal identifier: JGL-SERV/2026000017

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 813 223,14 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Conflict of interest due to its participation in the procurement procedure: Véase Anexo III

Declaración Ausencia Conflicto Intereses (DACI)

5. Lot

5.1. Lot: LOT-0000

Title: Contrato de servicios de una Agencia de Comunicación o Central de Medios para realizar los servicios de planificación estratégica y compra de espacios publicitarios de una campaña de publicidad

Description: Contrato de servicios SARA de una Agencia de Comunicación o Central de Medios para realizar los servicios de planificación estratégica y compra de espacios publicitarios de una campaña de publicidad

Internal identifier: JGL-SERV/2026000017

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

5.1.3. Estimated duration

Duration: 8 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Oferta Económica y resto de criterios objetivos.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 100

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=04YsQk8yvYAaF6cS8TCh%2FA%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=04YsQk8yvYAaF6cS8TCh%2FA%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 28/04/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 1 Year

Information about public opening:

Opening date: 04/05/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Salón Plenos Ayto (electrónica) Edificio Palau de Vivel

Opening date: 04/05/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Salón Plenos Ayto (electrónica) Edificio Palau de Vivel

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Véase cláusula 32 del PCAP.

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Junta de Gobierno del Ayuntamiento de La Vall d'Uixó - Ajuntament de la Vall d'Uixó (sede electrónica)

Information about review deadlines: Se podrán interponer los recursos legalmente establecidos

8. Organisations

8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de La Vall d'Uixó

Registration number: 31058320149592

Registration number: P1212600I

Town: La Vall d'Uixó

Postcode: 12600

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de La Vall d'Uixó

Email: contratacion@lavallduixo.es

Telephone: +34 964690184

Internet address: <http://www.lavallduixo.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=I2KuB3z6EyAQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Ajuntament de la Vall d'Uixó (sede electrónica)

Town: VALL D'UIXO (LA)

Postcode: 12600

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

Internet address: <https://sede.lavallduixo.es/>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 843b2ae0-8ee7-4647-9499-99018fe918f7 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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