

211177-2026 - Result

France – Advertising services – GESTION DES ESPACES PUBLICITAIRES PRESENTS DANS LES SUPPORTS DE COMMUNICATION ET RECHERCHE DE PARTENAIRE

OJ S 61/2026 27/03/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: COMMUNE DE NANTERRE

Email: service.commandepublique@mairie-nanterre.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: GESTION DES ESPACES PUBLICITAIRES PRESENTS DANS LES SUPPORTS DE COMMUNICATION ET RECHERCHE DE PARTENAIRE

Description: La présente consultation a pour objet la gestion des espaces publicitaires présents dans les supports de communication municipaux et la recherche de parrainage à l'occasion de diverses initiatives municipales (festival parade(s), saison de la Maison de la musique...).

Procedure identifier: 099bda3d-6978-4a69-8d89-5f3f52f46549

Internal identifier: AOO-61-2025

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Town: COMMUNE DE NANTERRE - 92000

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

2.1.3. Value

Estimated value excluding VAT: 280 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: GESTION DES ESPACES PUBLICITAIRES PRÉSENTS DANS LES SUPPORTS DE COMMUNICATION ET RECHERCHE DE PARTENARIAT

Description: La présente consultation a pour objet la gestion des espaces publicitaires présents dans les supports de communication municipaux et la recherche de parrainage à l'occasion de diverses initiatives municipales (festival parade(s), saison de la Maison de la musique...).

Internal identifier: AOO-61-2025

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services

Options:

Description of the options: Le marché est conclu pour une période initiale de 12 mois à compter de la date de notification. Il est tacitement reconductible 3 fois par périodes de 12 mois.

5.1.2. Place of performance

Postal address: COMMUNE DE NANTERRE - 92000

Town: NANTERRE

Postcode: 92000

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

5.1.3. Estimated duration

Start date: 05/12/2025

Duration: 4 Years

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 280 000,00 EUR

Maximum value of the framework agreement: 280 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Name: Critère 1 : Prix

Description: Le prix apprécié au regard du montant total en € TTC du Détail Quantitatif Estimatif (D.Q.E.) L'offre financière la plus élevée se verra attribuer 50 points. Les autres candidats se verront attribuer une note par application de la formule suivante : Note = 50 * (Montant de l'offre évaluée / Montant de l'offre la plus élevée)

Criterion:

Type: Quality

Name: Critère 2 : Valeur technique

Description: La valeur technique appréciée au regard des éléments demandés au mémoire technique

Description of the method to be used if weighting cannot be expressed by criteria: Critère 1 :
Prix Critère 2 : valeur technique

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIF DE CERGY-PONTOISE

Information about review deadlines: 2 mois

6. Results

Maximum value of the framework agreements in this notice: 280 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 280 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: HSP

Tender:

Tender identifier: OFFRE 1 HSP Lot 1

Identifier of lot or group of lots: LOT-0001

Value of the tender: 280 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: CON-0001

Date of the conclusion of the contract: 05/12/2025

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

Range of tenders:

Value of the lowest admissible tender: 0,00 EUR

Value of the highest admissible tender: 280 000,00 EUR

8. Organisations

8.1. ORG-0001

Official name: COMMUNE DE NANTERRE

Registration number: 21920050800014

Postal address: 1 place du 27 mars 2002

Town: NANTERRE

Postcode: 92000

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

Contact point: SERVICE DE LA COMMANDE PUBLIQUE - MAIRIE DE NANTERRE

Email: service.commandepublique@mairie-nanterre.fr

Telephone: 0147295083

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TRIBUNAL ADMINISTRATIF DE CERGY-PONTOISE

Registration number: 179 507 025 00015

Postal address: 2 BOULEVARD DE L'HAUTIL

Town: CERGY-PONTOISE

Postcode: 95000

Country subdivision (NUTS): Val-d'Oise (FR108)

Country: France

Email: greffe.ta-cergy-pontoise@juradm.fr

Telephone: 01 30 17 34 00

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: HSP

Size of the economic operator: Micro, small, or medium

Registration number: 70201282400067

Postal address: 27 Avenue VLADIMIR ILITCH LENINE - CS 20111

Town: NANTERRE

Postcode: 92735

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

Email: contact@hsp-group.fr

Telephone: 0155693100

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: ba6c2296-52a8-4c67-8d2f-2bf360e40d15 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 26/03/2026 13:32:32 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 211177-2026

OJ S issue number: 61/2026

Publication date: 27/03/2026