**Spain-Logroño: Advertising services**
**OJ S 121/2016 25/06/2016**
**Contract notice**
**Services**

**Directive 2004/18/EC**

## Section I: Contracting authority

### I.1. Name and addresses

Official name: La Rioja Turismo, S.A.U.
Postal address: calle San Millan, 25 (Edificio Riojaforum)
Town: Logroño
Postal code: 26004
Country: Spain
For the attention of: Sandra Sánchez
E-mail: comunicacion@lariojaturismo.com
Telephone: +34 941287354
Fax: +34 941287357
**Internet address(es):**
General address of the contracting authority: http://lariojaturismo.com/comunidad/larioja/licitaciones
**Additional information can be obtained from:**
the abovementioned address
**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**
the abovementioned address
**Tenders or requests to participate must be submitted:** the abovementioned address

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

Other: sociedad mercantil de propiedad pública

### I.3. Main activity

Other: turismo

### 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

### II.1. Description

### II.1.1. Title attributed to the contract by the contracting authority

Realización de la planificación, ejecución y control de la campaña de publicidad en televisión de la Rioja turismo en 2016.

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

Services
Service category No 13: Advertising services
NUTS code

### II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**
Realización de la planificación, ejecución y control de la campaña de publicidad en televisión e Internet de La Rioja Turismo en 2016.

**II.1.6. CPV code(s)**
79341000 Advertising services

**II.1.7. Information about the Government Procurement Agreement (GPA)**
The procurement is covered by the Government Procurement Agreement: no

**II.1.8. Lots**
This contract is divided into lots: no

**II.1.9. Information about variants**

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**
Estimated value excluding VAT: 413 223,14 EUR

**II.2.2. Information about options**
Options: no

**II.2.3. Information about renewals**
This contract is subject to renewal: no

**II.3. Duration of the contract or time limit for completion**

## Section III: Legal, economic, financial and technical information

**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**
Licitador 2 % del precio máximo de licitación sin IVA.
Adjudicatario 5 % del contrato sin IVA.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**
The performance of the contract is subject to particular conditions: yes
Description of particular conditions: Ver pliego de condiciones.

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**
List and brief description of conditions: Ver pliego de condiciones.

**III.2.2. Economic and financial ability**

List and brief description of conditions: Ver pliego de condiciones.

**III.2.3. Technical and professional ability**

List and brief description of conditions:
Ver pliego de condiciones.

**III.2.4. Information about reserved contracts**

**III.3. Conditions specific to services contracts**

**III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

**III.3.2. Information about staff responsible for the performance of the contract**

## Section IV: Procedure

**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.1.2. Information about the limits on the number of candidates to be invited**

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

**IV.2.2. Information about electronic auction**

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**

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

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**

1.8.2016 - 14:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

Spanish.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

### IV.3.8. Conditions for opening of tenders

## Section VI: Complementary information

### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

### VI.3. Additional information

### VI.4. Procedures for review

### VI.4.1. Review body

### VI.4.2. Review procedure

### VI.4.3. Service from which information about the review procedure may be obtained

### VI.5. Date of dispatch of this notice

20.6.2016