

Netherlands-The Hague: Advertising management services
OJ S 122/2015 27/06/2015
Contract award notice
Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Stadsgewest Haaglanden
National registration number: 141781822
Postal address: Grote Marktstraat 43
Town: 's-Gravenhage
Postal code: 2511 BH
Country: Netherlands
For the attention of: Max Lamb
E-mail: info@haaglanden.nl
Telephone: +31 707501500
Fax: +31 707501501

Internet address(es):

General address of the contracting authority: www.haaglanden.nl
Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=60002>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

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**

Reclame exploitatie haltevoorzieningen stadsgewest Haaglanden.

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

Services

Service category No 27: Other services

Main site or place of performance: Regio Den Haag.

NUTS code NL Nederland,NL332 Agglomeratie 's-Gravenhage

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)**

Het doel van stadsgewest Haaglanden met deze aanbesteding is het sluiten van:

1. een concessieovereenkomst met 1 concessiehouder voor de reclame exploitatie (in brede

zin) van reclamevitrites in de haltevoorzieningen in de gemeente Den Haag (perceel 1);
2. een concessieovereenkomst met 1 concessiehouder voor de reclame exploitatie (in brede zin) van reclamevitrites in de haltevoorzieningen, de vrijstaande reclamevitrites en optioneel (daar waar toegestaan) extra vrijstaande reclamevitrites in de gemeente Delft (perceel 2);
3. een concessieovereenkomst met 1 concessiehouder voor de reclame exploitatie (in brede zin) van reclamevitrites in de haltevoorzieningen en optioneel (daar waar toegestaan) vrijstaande reclamevitrites in de gemeenten Midden-Delfland en Westland (perceel 3).

Of het sluiten van:

4. een concessieovereenkomst met 1 concessiehouder voor de reclame exploitatie (in brede zin) van reclamevitrites in de haltevoorzieningen in de gemeenten Delft, Den Haag, Midden-Delfland en Westland, de vrijstaande reclamevitrites in de gemeente Delft en optioneel (daar waar toegestaan) (extra) vrijstaande reclamevitrites in de gemeenten Delft, Midden-Delfland en Westland (perceel 4 = alle 3 voornoemde percelen tezamen).

II.1.5. CPV code(s)

79341200 Advertising management services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 238-419137](#) of 10.12.2014

Section V: Award of contract

Contract No: 2

Lot No: 1

- Lot title: Gunning reclame exploitatie haltevoorzieningen stadsgewest Haaglanden

V.1. Date of conclusion of the contract

20.2.2015

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Niet gegund

Postal address: Postbus 1

Town: Amsterdam

Postal code: 1000 AA

Country: Netherlands

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Gunning reclame exploitatie haltevoorzieningen stadsgewest Haaglanden

V.1. Date of conclusion of the contract

20.2.2015

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Niet gegund

Postal address: Postbus 1

Town: Amsterdam

Postal code: 1000 AA

Country: Netherlands

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 3

- Lot title: Gunning reclame exploitatie haltevoorzieningen stadsgewest Haaglanden

V.1. Date of conclusion of the contract

20.2.2015

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Niet gegund

Postal address: Postbus 1

Town: Amsterdam

Postal code: 1000 AA

Country: Netherlands

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot No: 4

- Lot title: Gunning reclame exploitatie haltevoorzieningen stadsgewest Haaglanden

V.1. Date of conclusion of the contract

20.2.2015

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Exterion Media (Netherlands) BV

National registration number: 33207193

Postal address: Karspeldreef 8

Town: Amsterdam Z.O.

Postal code: 1101 CJ

Country: Netherlands

Telephone: +31 205620562

Internet address: www.exterionmedia.nl

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

If annual or monthly value:

Number of years: 5

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

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**

Precise information on deadline(s) for review procedures: Zie aanbestedingsleidraad.

VI.3.3. Service from which information about the review procedure may be obtained**VI.4. Date of dispatch of this notice**

24.6.2015