

235108-2026 - Competition

Sweden – Technical author services – Annonssbyrå med digital spets

OJ S 67/2026 07/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Jönköpings kommun

Email: doritej.danjolli@jonkoping.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Annonssbyrå med digital spets

Description: Upphandlingen omfattar annonsförmedlingstjänster inom alla mediekanaler, både traditionella medier som printannonsering, utomhusreklam, radioreklam inklusive podd, TV-reklam, bioreklam såväl som alla digitala och sociala medier. Exempel på annonser Jönköpings kommun har behov av: Rekryteringsannonser, målgruppsannonsering, kungörelser och generell myndighetsinformation, kampanjer och samannonsering med andra kommuner och verksamheter.

Procedure identifier: cc2593b1-bafe-4459-898f-1b4d1376b1c2

Internal identifier: 25/22

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92312213 Technical author services

Additional classification (cpv): 79340000 Advertising and marketing services, 79410000

Business and management consultancy services, 79413000 Marketing management

consultancy services, 79900000 Miscellaneous business and business-related services,

92312211 Writing agency services

2.1.2. Place of performance

Country: Sweden

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 9 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Annonsbyrå med digital spets

Description: Upphandlingen omfattar annonsförmedlingstjänster inom alla mediekanaler, både traditionella medier som printannonsering, utomhusreklam, radioreklam inklusive podd, TV-reklam, bioreklam såväl som alla digitala och sociala medier. Exempel på annonser Jönköpings kommun har behov av: Rekryteringsannonser, målgruppsannonsering, kungörelser och generell myndighetsinformation, kampanjer och samannonsering med andra kommuner och verksamheter.

Internal identifier: 25/22

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92312213 Technical author services

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5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 9 000 000,00 SEK

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

5.1.7. Strategic procurement

Aim of strategic procurement: Innovative purchase

Description: .

Innovation procurement: The procured works, supplies, or services entail process innovation

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 22/04/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=88347>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: [https://tendsign.com/doc.aspx?](https://tendsign.com/doc.aspx?MeFormsNoticeld=88347&GoTo=Tender)

[MeFormsNoticeld=88347&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=88347&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 04/05/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 04/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Jönköpings kommun

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten

Information about review deadlines: .

8. Organisations

8.1. ORG-0001

Official name: Jönköpings kommun

Registration number: 2120000530

Department: Upphandlingsavdelningen

Postal address: .

Town: JÖNKÖPING

Postcode: 55189

Country subdivision (NUTS): Jönköpings län (SE211)

Country: Sweden

Contact point: Doritej Danjolli

Email: doritej.danjolli@jonkoping.se

Telephone: 036-105000

Internet address: <https://www.jonkoping.se>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten

Registration number: 202100-2742

Postal address: Box 2201

Town: Jönköping
Postcode: 550 02
Country subdivision (NUTS): Jönköpings län (SE211)
Country: Sweden
Email: forvaltningsrattenijonkoping@dom.se
Telephone: 036-15 66 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-jonkoping/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: dedf2b38-7064-4efb-bd49-02da0b35bf2f - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 02/04/2026 13:33:28 (UTC+00:00) Western European Time, GMT
Notice dispatch date (eSender): 02/04/2026 13:33:29 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Swedish
Notice publication number: 235108-2026
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Publication date: 07/04/2026