

239647-2026 - Result

Spain – Advertising and marketing services – Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

OJ S 68/2026 08/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

Email: contratos-bjrd@euskadi.eus

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

Description: Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

Procedure identifier: 750b4e88-eae7-4132-8503-416f420ca936

Internal identifier: 18/2025-JE

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 826 446,28 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

Description: Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

Internal identifier: 1286035

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Máximo 12 meses

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Comisión por tramitación de la agencia (cursado)

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

Award criterion number: 6

Criterion:

Type: Cost

Description: Descuento sobre tarifas oficiales (descuento por medios)

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

Award criterion number: 64

Criterion:

Type: Quality

Description: Propuesta metodológica

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

Award criterion number: 25

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: 15 días hábiles

Organisation providing additional information about the procurement procedure: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

6. Results

Value of all contracts awarded in this notice: 1 652 892,56 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: ZOSMAMEDIA S.L.

Tender:

Tender identifier: 2245602

Identifier of lot or group of lots: LOT-0001

Value of the tender: 413 223,14 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 18/2025-JE26769_00001

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, medios on-line y redes sociales para desarrollar diversas campañas de comunicación para dar a conocer los programas y servicios de la Dirección de Juventud y Emancipación.

Date of the conclusion of the contract: 31/03/2026

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: PUBLICIDAD HEDATU, S.L.U.

Subcontracting: No

Non-winning tenderers

:

Official name: MEDIASAL 2000, S.L.

Subcontracting: No

Non-winning tenderers

:

Official name: AVANTE ZONA NORTE, S.L.

Subcontracting: No

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 113204.0

Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Email: oararc@euskadi.eus

Telephone: +34 945019595

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

Registration number: S4833001C

Postal address: Dpto. Bienestar, Juventud y Reto Demográfico. Dirección de Juventud y Emancipación. Donostia - San Sebastian, 1 Araba/Álava - Vitoria-Gasteiz 01010

Town: Vitoria-Gasteiz

Postcode: 01003

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Contact point: Oskar Longo Imatz

Email: contratos-bjrd@euskadi.eus

Telephone: +34 945119500

Internet address: <https://www.contratacion.euskadi.eus>

Buyer profile: <https://www.contratacion.euskadi.eus/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0005

Official name: ZOSMAMEDIA S.L.

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

Registration number: B20714465

Postal address: Iparragirre, 38 - 1º

Town: Bilbao

Postcode: 48011

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

Email: info@zosmamedia.net

Telephone: +34 944703834

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: PUBLICIDAD HEDATU, S.L.U.

Size of the economic operator: Small

Registration number: B20075024

Postal address: Alameda del Boulevard, 7 - 1º B

Town: Donostia / San Sebastián

Postcode: 20003

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

Email: virginia@propaga.net

Telephone: +34 607531949

Roles of this organisation:

Tenderer

8.1. ORG-0007

Official name: MEDIASAL 2000, S.L.

Size of the economic operator: Large

Registration number: B48944268

Postal address: Alda. de Urquijo 4

Town: Bilbao

Postcode: 48008

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

Email: begona.montero@mediasal.es

Telephone: +34 944598600

Roles of this organisation:

Tenderer

8.1. ORG-0008

Official name: AVANTE ZONA NORTE, S.L.

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

Registration number: B95981643

Postal address: Calle Sabino Arana 20

Town: Bilbao
Postcode: 48013
Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain
Email: licitaciones@avantemedios.com
Telephone: 656911846

Roles of this organisation:

Tenderer

Notice information

Notice identifier/version: b9fb7d90-d70a-4326-b209-a6071da4789e - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 07/04/2026 12:00:02 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 239647-2026

OJ S issue number: 68/2026

Publication date: 08/04/2026