

240209-2026 - Competition

Norway – Marketing services – Framework agreement for advertisement services - job advertisements and notices.

OJ S 69/2026 09/04/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Harstad Kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Harstad havn

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Tjeldsund kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Kvæfjord Kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Framework agreement for advertisement services - job advertisements and notices.

Description: Background Harstad municipality and the collaborating municipalities shall enter into a new framework agreement for advertising services as a result of the existing framework agreement for job advertisements expiring. The municipalities have a continual need for effective recruitment advertising, as well as the execution of statutory notices in the press and /or public registers. The objective of the procurement is to ensure an overall, predictable and cost efficient advertising process with good traceability, from ordering and production to publication and documentation. The supplier market also requests that the municipalities need to use more channels and formats (digital surfaces and print) and that the ordering and follow-up process shall support the municipalities' internal work flow. Harstad municipality is the contracting authority on behalf of the municipalities covered by the procurement. Emphasis is put on the fact that the participating municipalities each bear responsibility for their obligations in the execution of the framework agreement. The requirements cannot be applied to the

municipalities together, but only against the municipality that has resulted in any contract deviation. Other municipal entities, including all public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to enter into this agreement. Description of the assignment The procurement comprises a framework agreement for the purchase, production and publication of job advertisements, announcements and equivalent announcements in relevant channels. The agreement shall cover announcements in both digital and printed areas, including relevant trade and trade media, newspapers, job portals, social media and public registers when required. The delivery shall include the necessary production support connected to the design and adaptation of advertising material, as well as the delivery of documentation of publication and available statistics/reporting for completed campaigns and indentations. Furthermore, the tenderer shall offer a web-based ordering and management system that supports ordering, approval and follow-up and which provides a total overview of status and history. The system shall also be able to support integration with the municipality's recruitment/HR system.

Procedure identifier: 86aedd6-f91f-4207-adfa-85c69927bb67

Internal identifier: cmkmcm38q002kl904bmjdnhez

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Additional information: Norway

2.1.3. Value

Estimated value excluding VAT: 4 500 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Anskaffelsesforskriften -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Framework agreement for advertisement services - job advertisements and notices.

Description: Background Harstad municipality and the collaborating municipalities shall enter into a new framework agreement for advertising services as a result of the existing framework agreement for job advertisements expiring. The municipalities have a continual need for effective recruitment advertising, as well as the execution of statutory notices in the press and /or public registers. The objective of the procurement is to ensure an overall, predictable and cost efficient advertising process with good traceability, from ordering and production to publication and documentation. The supplier market also requests that the municipalities need to use more channels and formats (digital surfaces and print) and that the ordering and follow-

up process shall support the municipalities' internal work flow. Harstad municipality is the contracting authority on behalf of the municipalities covered by the procurement. Emphasis is put on the fact that the participating municipalities each bear responsibility for their obligations in the execution of the framework agreement. The requirements cannot be applied to the municipalities together, but only against the municipality that has resulted in any contract deviation. Other municipal entities, including all public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to enter into this agreement. Description of the assignment The procurement comprises a framework agreement for the purchase, production and publication of job advertisements, announcements and equivalent announcements in relevant channels. The agreement shall cover announcements in both digital and printed areas, including relevant trade and trade media, newspapers, job portals, social media and public registers when required. The delivery shall include the necessary production support connected to the design and adaptation of advertising material, as well as the delivery of documentation of publication and available statistics/reporting for completed campaigns and indentations. Furthermore, the tenderer shall offer a web-based ordering and management system that supports ordering, approval and follow-up and which provides a total overview of status and history. The system shall also be able to support integration with the municipality's recruitment/HR system.
Internal identifier: cmkmcm38q002ol9046ovm5wrj

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Additional information: Norway

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: The contract can be extended for 1 year at a time, up to 2 times (2+1+1).

5.1.5. Value

Estimated value excluding VAT: 4 500 000,00 NOK

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality

Description: Under this criteria, associated requirements will be assessed.

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

Award criterion number: 30

Criterion:

Type: Price

Name: Price

Description: The price form will be assessed under this criteria.

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

Award criterion number: 70

5.1.11. Procurement documents

Address of the procurement documents: <https://hyr.no/procurement/cmkmcm38q002kl904bmjdnxez>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://hyr.no/procurement/cmkmcm38q002kl904bmjdnxez>

Languages in which tenders or requests to participate may be submitted: Norwegian, English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/05/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 60 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: See Tender Documents

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: See tender documents

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: MIDTRE HÅLOGALAND TINGRETT

Organisation providing additional information about the procurement procedure: Harstad Kommune

Organisation providing more information on the review procedures: MIDTRE HÅLOGALAND TINGRETT

Organisation receiving requests to participate: Hyr AS

8. Organisations

8.1. ORG-0001

Official name: MIDTRE HÅLOGALAND TINGRETT
Registration number: 926723073
Postal address: Postboks 343
Town: Narvik
Postcode: 8505
Country subdivision (NUTS): Nordland/Nordlândia (NO071)
Country: Norway
Contact point: MIDTRE HÅLOGALAND TINGRETT

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Hyyr AS
Registration number: 924998687
Postal address: Gaustadalléen 21
Town: Oslo
Postcode: 0349
Country subdivision (NUTS): Oslo (NO081)
Country: Norway
Contact point: Hyyr Support
Email: admin@hyyr.no
Telephone: +47 90 63 65 38
Internet address: <https://hyyr.no>

Roles of this organisation:

Organisation receiving requests to participate

8.1. ORG-0003

Official name: Harstad Kommune
Registration number: 972417971
Postal address: Asbjørn Selsbanes gate 9
Town: Harstad
Postcode: 9405
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway
Contact point: Harstad Kommune
Email: innkjop@harstad.kommune.no
Telephone: +4790526349
Internet address: <https://www.harstad.kommune.no/>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Harstad havn
Registration number: 972417971
Postal address: Postmottak, Postboks 1000, Harstad kommune
Town: Harstad
Postcode: 9411
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway

Contact point: Harstad havn
Email: innkjop@harstad.kommune.no
Telephone: +4791645479

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: Tjeldsund kommune
Registration number: 959469326
Postal address: Evenskjer
Town: Evenskjer
Postcode: 9440
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway
Contact point: Tjeldsund kommune
Email: innkjop@harstad.kommune.no
Telephone: +4790526349
Internet address: <https://www.tjeldsund.kommune.no/>

Roles of this organisation:

Buyer

8.1. ORG-0006

Official name: Kvæfjord Kommune
Registration number: 972417998
Postal address: Bygdeveien 26
Town: Borkenes
Postcode: 9475
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway
Contact point: Kvæfjord Kommune
Email: innkjop@harstad.kommune.no
Telephone: +4790526349
Internet address: <https://www.kvafjord.kommune.no/>

Roles of this organisation:

Buyer

10. Change

Version of the previous notice to be changed

:

cb3e5b19-95a6-4d00-b173-cc783861e030-01

Main reason for change

:

Information updated

Description

:

Changes in the tender documentation Details: 1. A new requirement for "Quality": "Description of what is included in the different media packages/price models"

10.1. Change

Section identifier: LOT-0001

Description of changes: Changes in the tender documentation

Notice information

Notice identifier/version: 76bf3567-d632-45dd-9cbd-0e96815ab701 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 08/04/2026 12:49:17 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 240209-2026

OJ S issue number: 69/2026

Publication date: 09/04/2026