

## 240393-2026 - Competition

Latvia – Advertising services – Google, Meta un citu digitālo mediju pakalpojumu iegāde

OJ S 69/2026 09/04/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: Rīgas valstspilsētas pašvaldības Centrālās administrācijas Iepirkumu pārvalde

Email: [ca.ip@riga.lv](mailto:ca.ip@riga.lv)

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

### 2. Procedure

---

#### 2.1. Procedure

Title: Google, Meta un citu digitālo mediju pakalpojumu iegāde

Description: Google, Meta un citu digitālo mediju pakalpojumu iegāde

Procedure identifier: e5947e82-29cf-4aea-81c0-b6cc634b45eb

Internal identifier: CAIP2026/31

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

### 5. Lot

---

#### 5.1. Lot: LOT-0000

Title: Google, Meta un citu digitālo mediju pakalpojumu iegāde

Description: Google, Meta un citu digitālo mediju pakalpojumu iegāde

##### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

##### 5.1.2. Place of performance

Country subdivision (NUTS): Rīga (LV006)

Country: Latvia

##### 5.1.3. Estimated duration

Duration: 24 Months

#### 5.1.4. **Renewal**

Maximum renewals: 0

#### 5.1.5. **Value**

Estimated value excluding VAT: 800 000,00 EUR

#### 5.1.6. **General information**

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### **Information about previous notices:**

Identifier of the previous notice: cc586f6e-f145-406d-bc05-28bd27cbd25b-01

#### 5.1.9. **Selection criteria**

Sources of selection criteria: European Single Procurement Document (ESPD)

#### 5.1.10. **Award criteria**

##### **Criterion:**

Type: Price

Name: Finanšu kritērijs

Description: Izpildītāja komisija

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

Award criterion number: 300

##### **Criterion:**

Type: Price

Name: Finanšu kritērijs

Description: Izpildītāja speciālistu, pakalpojumu stundas likme

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

Award criterion number: 50

##### **Criterion:**

Type: Quality

Name: Tehniskais kritērijs

Description: Tehnisko rezultivitātes kritēriju piedāvājums

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

Award criterion number: 150

##### **Criterion:**

Type: Quality

Name: Tehniskais kritērijs

Description: Mediju un piedāvātās mediju kampaņas stratēģijas un taktikas pamatojums

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

Award criterion number: 350

##### **Criterion:**

Type: Quality

Name: Tehniskais kritērijs

Description: Google Ads Search” sertifikāts

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

Award criterion number: 25

##### **Criterion:**

Type: Quality

Name: Tehniskais kritērijs  
Description: "Google Ads Display" sertifikāts  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 25

**Criterion:**

Type: Quality  
Name: Tehniskais kritērijs  
Description: "Google Ads Video" sertifikāts  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 25

**Criterion:**

Type: Quality  
Name: Tehniskais kritērijs  
Description: (PROFESSIONAL · 400-101) sertifikāts  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 65

**Criterion:**

Type: Quality  
Name: Tehniskais kritērijs  
Description: "Tik Tok media buying" sertifikāts  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 10

**5.1.11. Procurement documents**

Address of the procurement documents: <https://www.eis.gov.lv/EKEIS/Supplier/Procurement/168324>

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Allowed  
Address for submission: <https://www.eis.gov.lv/EKEIS/Supplier/Procurement/168324>  
Languages in which tenders or requests to participate may be submitted: Latvian  
Electronic catalogue: Not allowed  
Variants: Not allowed  
Tenderers may submit more than one tender: Not allowed  
Deadline for receipt of tenders: 12/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time  
Duration during which the tender must remain valid: 6 Months  
**Information about public opening:**  
Opening date: 12/05/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time  
Place: Elektronisko iepirkumu sistēma

**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: Saskaņā ar iepirkuma tehnisko specifikāciju un iepirkuma līguma projektu  
Electronic invoicing: Required  
Electronic ordering will be used: yes  
Electronic payment will be used: no

Financial arrangement: Saskaņā ar iepirkuma līguma projektu

#### 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: Iepirkumu uzraudzības birojs

Information about review deadlines: Iesniedzums iesniedzams Iepirkumu uzraudzības birojam, līdz 05/05/2026

Organisation providing additional information about the procurement procedure: Rīgas valstspilsētas pašvaldības Centrālās administrācijas Iepirkumu pārvalde

## 8. Organisations

---

### 8.1. ORG-0001

Official name: Rīgas valstspilsētas pašvaldības Centrālās administrācijas Iepirkumu pārvalde

Registration number: 40900039849

Postal address: Rātslaukums 1

Town: Rīga

Postcode: LV-1539

Country subdivision (NUTS): Rīga (LV006)

Country: Latvia

Contact point: Rīgas valstspilsētas Centrālās administrācijas Iepirkumu pārvalde

Email: [ca.ip@riga.lv](mailto:ca.ip@riga.lv)

Telephone: +37167026773

Internet address: <https://www.riga.lv/lv>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

### 8.1. ORG-0002

Official name: Iepirkumu uzraudzības birojs

Registration number: 90001263305

Postal address: Smilšu iela 1

Town: Rīga

Postcode: LV-1919

Country subdivision (NUTS): Rīga (LV006)

Country: Latvia

Contact point: Juridiskais departaments

Email: [pasts@iub.gov.lv](mailto:pasts@iub.gov.lv)

Telephone: +37122416641

Internet address: <https://www.iub.gov.lv>

Information exchange endpoint (URL): <https://www.eis.gov.lv/EKEIS/Supplier/Organizer/472>

**Roles of this organisation:**

Review organisation

## Notice information

---

Notice identifier/version: 38675fca-8d89-418d-8aef-88c1fe33b9ec - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 08/04/2026 12:16:31 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 08/04/2026 12:16:31 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Latvian

Notice publication number: 240393-2026

OJ S issue number: 69/2026

Publication date: 09/04/2026