

## 247808-2026 - Competition

Spain – Advertising services – Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

OJ S 71/2026 13/04/2026

Contract or concession notice – standard regime  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

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

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

Description: Las características del contrato y del procedimiento de contratación está recogidas en los Pliegos que rigen la presente licitación.

Procedure identifier: 04ce977b-b495-41f7-9188-d1c70208721d

Internal identifier: CM 07/26

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

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 1 538 016,53 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: Y todos los criterios mencionados en el cuadro anterior "motivos de exclusión"

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

Description: Las características del contrato y del procedimiento de contratación está recogidas en los Pliegos que rigen la presente licitación.

Internal identifier: CM 07/26

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400

Advertising campaign services

##### Options:

Description of the options: El plazo de ejecución NO podrá ser prorrogado una vez llegado a su vencimiento.

#### 5.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 12 Months

#### 5.1.4. Renewal

Maximum renewals: 0

#### 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: No strategic procurement

#### 5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

#### 5.1.10. Award criteria

##### Criterion:

Type: Quality

Description: Cobertura mensual del público objetivo en CTV.

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

Award criterion number: 9

**Criterion:**

Type: Quality

Description: Cobertura mensual del público objetivo en televisión lineal.

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

Award criterion number: 9

**Criterion:**

Type: Price

Description: Comisión de gestión de campaña.

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

Award criterion number: 6

**Criterion:**

Type: Price

Description: Precio unitario mensual por GRP para Televisión lineal.

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

Award criterion number: 9

**Criterion:**

Type: Price

Description: Precio unitario por 1000 impactos para CTV.

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

Award criterion number: 9

**Criterion:**

Type: Quality

Description: Presión mensual estimada CTV.

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

Award criterion number: 9

**Criterion:**

Type: Quality

Description: Presión mensual estimada TV lineal.

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

Award criterion number: 9

**Criterion:**

Type: Quality

Description: Propuesta estratégica.

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

Award criterion number: 40

#### 5.1.11. Procurement documents

Address of the procurement documents: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%3D%3D)

#### 5.1.12. Terms of procurement

**Terms of submission:**

Electronic submission: Required

Address for submission: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%3D%3D)

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

Electronic catalogue: 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: 3 Months

**Information about public opening:**

Opening date: 12/05/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Laboral Ciudad de la Cultura

**Terms of contract:**

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

**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: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U. - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Cabe interponer recurso especial en materia de contratación ante el Tribunal Central de Recursos Contractuales en el plazo máximo de quince días hábiles a contar a partir del día siguiente a aquel en que se reciba la notificación de adjudicación.

## 8. Organisations

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**8.1. ORG-0001**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Registration number: 40546610096161

Registration number: A74177734

Town: Gijón

Postcode: 33203

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

Contact point: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

Fax: +034 985185578

Internet address: <http://www.turismoasturias.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

**Other contact points:**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020  
Country subdivision (NUTS): Madrid (ES300)  
Country: Spain  
Email: [tribunal\\_recursos.contratos@hacienda.gob.es](mailto:tribunal_recursos.contratos@hacienda.gob.es)  
Telephone: 913491319  
**Roles of this organisation:**  
Buyer  
Review organisation

## Notice information

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Notice identifier/version: eb27b5e6-13ba-4805-a706-9b3530d76af3 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
Notice subtype: 16  
Notice dispatch date: 10/04/2026 11:19:57 (UTC+02:00) Eastern European Time, Central European Summer Time  
Languages in which this notice is officially available: Spanish  
Notice publication number: 247808-2026  
OJ S issue number: 71/2026  
Publication date: 13/04/2026