

Spain-Madrid: Advertising campaign services

OJ S 142/2014 26/07/2014

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Consejería de Asuntos Sociales

Postal address: c/ O'Donnell, 50

Town: Madrid

Postal code: 28009

Country: Spain

Contact person: Área de Contratación

E-mail: contratacion@madrid.org

Telephone: +34 913925728

Fax: +34 913925720

Internet address(es):General address of the contracting authority: www.madrid.org/contratospublicos**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

Social protection

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Producción y difusión de una Campaña informativa de asuntos sociales.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Madrid.

NUTS code ES30 Comunidad de Madrid

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

El objeto de este contrato es la planificación, la producción exterior y la difusión de una Campaña de publicidad institucional, con la finalidad de llevar a cabo la divulgación de los recursos que la Comunidad de Madrid pone a disposición de los madrileños en dependencia, discapacidad, mayores y menores desprotegidos, situaciones en casos de vulnerabilidad y exclusión social.

II.1.6. CPV code(s)

79341400 Advertising campaign services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 826 446,28 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.11.2014. Completion 15.4.2015

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía definitiva: 5 % del importe de adjudicación del contrato (IVA excluido).

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Para empresas españolas y extranjeras no comunitarias se exige clasificación.

Para empresas no españolas de Estados miembros de la U.E., se exige acreditar la solvencia económica y financiera.

Minimum level(s) of standards possibly required: Empresas españolas y extranjeras no comunitarias: clasificación en el Grupo T, Subgrupo 1, Categoría D.

Se presentará declaración relativa a la cifra de negocios global de la empresa en el curso de los 3 últimos ejercicios. Se considerará una cifra mínima de negocios de 1 000 000 EUR en el global de los 3 últimos ejercicios.

III.2.3. Technical and professional ability

List and brief description of conditions:

Para empresas españolas y extranjeras no comunitarias se exige clasificación.

Para empresas no españolas de Estados miembros de la U.E., se exige acreditar la solvencia técnica o profesional.

Minimum level(s) of standards possibly required:

Empresas españolas y extranjeras no comunitarias: clasificación en el Grupo T, Subgrupo 1, Categoría D.

Se presentará una relación de los principales trabajos realizados en los 3 últimos años, que incluya importe, fechas y el destinatario, público o privado, de los mismos, con mención expresa a dos trabajos, al menos, similares al objeto del presente contrato.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1.

File reference number attributed by the contracting authority

160/2014

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 1.9.2014 - 14:00

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

1.9.2014 - 14:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 15.9.2014 - 10:30

Place:

Salón de Actos, planta Semisótano de la Consejería de Asuntos Sociales, calle O'Donnell, nº 50, 28009 Madrid.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Representantes de las empresas.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

VI.3. Additional information

La documentación a presentar se distribuirá en 2 sobres: sobre número 1 «Documentación Administrativa», sobre número 2 «Proposición económica». Las entidades adjudicatarias estarán sometidas al cumplimiento de las obligaciones establecidas en el artículo 228.bis del Real Decreto Legislativo 3/2011, de 14 de noviembre, por el que se aprueba el texto refundido de la Ley de Contratos del Sector Público.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Consejería de Asuntos Sociales

Town: Madrid

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Consejería de Asuntos Sociales.

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Consejería de Asuntos Sociales

VI.5. Date of dispatch of this notice

24.7.2014