

B-Malines: advertising management services
OJ S 157/2012 17/08/2012
Contract notice – utilities
Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: De Lijn

Postal address: Motstraat 20

Town: Mechelen

Postal code: 2800

Country: Belgium

Contact person: De Lijn Centrale Diensten - Marketing en communicatie

For the attention of: Bart Vercruyssen

Telephone: +32 15408927

Fax: +32 15408999

Internet address(es):

General address of the contracting entity: <http://www.delijn.be>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from: the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Main activity

Urban railway, tramway, trolleybus or bus services

I.3. Contract award on behalf of other contracting entities

The contracting entity is purchasing on behalf of other contracting entities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting entity

Raamovereenkomst Mediacentrale.

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: Vlaanderen.

NUTS code BE2 Vlaams Gewest

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 3

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT

Range: between 500 000,00 and 2 000 000,00 EUR

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

De samenwerkingsovereenkomst (rramcontract) heeft tot doel om de mediaplanning en – aankoop voor de organisatie. De planning en aankoop zijn afgestemd op de communicatiestrategie van De Lijn en uit te voeren binnen de budgetten die door de directie marketing & communicatie jaarlijks vastgelegd worden. Tot de aankoop van de mediaruimte behoort ook het reserveren van die ruimte bij de gekozen dragers en de mogelijkheid bieden om, daar waar mogelijk en wenselijk is, zowel kwalitatief als kwantitatief optimalisering van het mediaplan aan te bieden.

II.1.6. CPV code(s)

79341200 Advertising management services

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

II.1.8. Information about 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

Max 2 000 000 inclusief mediaaankoop.

Estimated value excluding VAT

Range: between 500 000,00 and 2 000 000,00 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

Duration in months: 36 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

III.2.3. Technical and professional ability

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

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 entity

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents

(except for a DPS)

Payable documents: no

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

18.9.2012 - 12:00

IV.3.5. Languages in which tenders or requests to participate may be submitted

Dutch.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

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

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

13.8.2012