

269248-2026 - Competition

Spain – Business services: law, marketing, consulting, recruitment, printing and security – Servicios de creatividad, diseño y ejecución de los productos gráficos, fotográficos, audiovisuales y sonoros para las diferentes actividades de publicidad y comunicación de la Agencia de Estratégica de las Islas Baleares (AETIB)

OJ S 76/2026 20/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

Email: juridico@aetib.caib.es

Legal type of the buyer: Public undertaking, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de creatividad, diseño y ejecución de los productos gráficos, fotográficos, audiovisuales y sonoros para las diferentes actividades de publicidad y comunicación de la Agencia de Estratégica de las Islas Baleares (AETIB)

Description: Servicios de creatividad, diseño y ejecución de los productos gráficos, fotográficos, audiovisuales y sonoros para las diferentes actividades de publicidad y comunicación de la Agencia de Estratégica de las Islas Baleares (AETIB)

Procedure identifier: fd94a3ae-af58-48f9-b63f-644d1b33d1fc

Internal identifier: 013/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 743 801,64 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de creatividad, diseño y ejecución de los productos gráficos, fotográficos, audiovisuales y sonoros para las diferentes actividades de publicidad y comunicación de la Agencia de Estratégica de las Islas Baleares (AETIB)

Description: Servicios de creatividad, diseño y ejecución de los productos gráficos, fotográficos, audiovisuales y sonoros para las diferentes actividades de publicidad y comunicación de la Agencia de Estratégica de las Islas Baleares (AETIB)

Internal identifier: 013/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

5.1.3. Estimated duration

Start date: 01/07/2026

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: Posibilidad de prorroga por 4 periodos anuales conforme al articulo 29.2 LCSP

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

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Certificacion o acreditación de calidad en procesos de producción.

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

Award criterion number: 2

Criterion:

Type: Quality

Description: Disponibilidad de banco propio de recursos audiovisuales y fotográficos.

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

Award criterion number: 3

Criterion:

Type: Price

Description: Oferta económica 1.

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

Award criterion number: 8

Criterion:

Type: Price

Description: Oferta económica 2.

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

Award criterion number: 37

Criterion:

Type: Quality

Description: Igualdad de oportunidad entre hombres y mujeres.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Mejoras.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Propuesta creativa.

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=vrrED60XXbLE6P%2FuLemXRw%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=vrrED60XXbLE6P%2FuLemXRw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 18/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 1 Year

Information about public opening:

Opening date: 25/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Allowed
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: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB) - Tribunal Administrativo Central de Recursos Contractuales
Information about review deadlines: Art 50 LCSP

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)
Registration number: 21231210166881
Registration number: Q5755004H
Town: Palma
Postcode: 07121
Country subdivision (NUTS): Mallorca (ES532)
Country: Spain
Contact point: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)
Email: juridico@aetib.caib.es
Telephone: +34 971176699
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales
Town: Palma de Mallorca
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain

Roles of this organisation:

Buyer
Review organisation

Notice information

Notice identifier/version: 7c398c7c-2375-4e6f-9630-2f0bed16b48a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16

Notice dispatch date: 17/04/2026 09:14:24 (UTC+02:00) Eastern European Time, Central European Summer Time
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Notice publication number: 269248-2026
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