

Spain-Valencia: Advertising services
OJ S 98/2022 20/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Pleno de la Diputación Provincial de Valencia

National registration number: P4600000F

Postal address: Plaza de Manises, 4

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46003

Country: Spain

Contact person: Pleno de la Diputación Provincial de Valencia

E-mail: contrata@dival.es

Telephone: +34 963882526

Internet address(es):

Main address: <http://www.dival.es/contratacion>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2F3WuKWZZqAgQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

Reference number: 153/21/CON

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 047 056,26 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

II.2.5. Award criteria

Cost criterion - Name: 2. Comisión al contratista expresada en porcentaje sobre la inversión neta global para la categoría televisiones, medios online y medios internacionales / Weighting: 30

Cost criterion - Name: 1. Descuentos netos sobre la tarifa oficial para cada una de las categorías de medios impresos y radio. / Weighting: 70

II.2.11. Information about options

Options: yes

Description of options:

2 prórrogas sucesivas anuales y el presupuesto máximo de cada una de las prórrogas en ningún caso podrá superar el contabilizado en el año 2023. Plazo de preaviso de 2 meses.

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 243-640830](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/05/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Havas Media Group Levante S.L.

National registration number: B97456396

Postal address: Roger de Lauria, 19, 4^oC

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 3 047 056,26 EUR

Total value of the contract/lot: 3 047 056,26 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales (TACRC)

Postal address: Avda. General Peron, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://sedeminhap.gob.es/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Servicio de Contratación y Suministros

Postal address: Pza. Manises, 3 bajo

Town: Valencia

Postal code: 46003

Country: Spain

E-mail: contrata@dival.es

VI.5. Date of dispatch of this notice

17/05/2022