

273627-2026 - Competition

Spain – Advertising management services – Planificación de la estrategia publicitaria, compra de espacios en medios y seguimiento de las campañas institucionales

OJ S 78/2026 22/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gobierno Vasco - Presidencia del Gobierno - Lehendakaritza

Email: contratacion.lehendakaritza@euskadi.eus

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Planificación de la estrategia publicitaria, compra de espacios en medios y seguimiento de las campañas institucionales

Description: Planificación de la estrategia publicitaria, compra de espacios en medios y seguimiento de las campañas institucionales

Procedure identifier: ee8d1688-a186-4eb7-b6bf-1371795eae7

Internal identifier: 05LHK/05S/2026

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 563 458,91 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Situación análoga a la quiebra con arreglo al Derecho nacional

Bankruptcy: Quiebra

Corruption: Corrupción

Arrangement with creditors: Convenio con los acreedores

Participation in a criminal organisation: Participación en una organización delictiva
Agreements with other economic operators aimed at distorting competition: Acuerdos con otros operadores económicos destinados a falsear la competencia
Breaching of obligations in the fields of environmental law: Incumplimiento de obligaciones en materia de Derecho medioambiental
Money laundering or terrorist financing: Blanqueo de capitales o financiación del terrorismo
Fraud: Fraude
Child labour and including other forms of trafficking in human beings: Trabajo infantil y otras formas de trata de seres humanos
Insolvency: Insolvencia
Breaching of obligations in the fields of labour law: Incumplimiento de obligaciones en materia de Derecho laboral
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Que haya incurrido en falsas declaraciones, le haya ocultado información, no esté en condiciones de facilitar los documentos necesarios y haya obtenido información confidencial sobre este procedimiento
Breaching of obligations set under purely national exclusion grounds: Incumplimiento de las obligaciones establecidas en los motivos de exclusión puramente nacionales
Grave professional misconduct: Mala conducta profesional grave
Early termination, damages, or other comparable sanctions: Rescisión anticipada, imposición de daños y perjuicios u otras sanciones comparables
Breaching of obligations in the fields of social law: Incumplimiento de obligaciones en materia de Derecho social
Breaching obligation relating to payment of social security contributions: Incumplimiento de la obligación relacionada con el pago de las contribuciones a la seguridad social
Business activities are suspended: Las actividades empresariales han sido suspendidas
Breaching obligation relating to payment of taxes: Incumplimiento de la obligación relacionada con el pago de impuestos
Terrorist offences or offences linked to terrorist activities: Delitos de terrorismo o delitos ligados a las actividades terroristas

5. Lot

5.1. Lot: LOT-0001

Title: Planificación de la estrategia publicitaria, compra de espacios en medios y seguimiento de las campañas institucionales

Description: Planificación de la estrategia publicitaria, compra de espacios en medios y seguimiento de las campañas institucionales

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. **Renewal**

Maximum renewals: 1

Other information about renewals: Una prórroga de hasta 12 meses de duración

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

5.1.9. **Selection criteria**

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Volumen de negocios anual general

5.1.10. **Award criteria**

Criterion:

Type: Cost

Description: Comisión por tramitación de la agencia

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

Award criterion number: 12

Criterion:

Type: Cost

Description: Descuento sobre las tarifas oficiales de los medios

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

Award criterion number: 44

Criterion:

Type: Quality

Description: Planificación de una campaña publicitaria

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

Award criterion number: 18

Criterion:

Type: Quality

Description: Incorporación de otro tipo de medios

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Metodología de trabajo

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

Award criterion number: 16

Criterion:

Type: Quality

Description: Equipo de trabajo propuesto

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

Award criterion number: 5

5.1.11. **Procurement documents**

Address of the procurement documents: <https://www.contratacion.euskadi.eus>

5.1.12. **Terms of procurement**

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.contratacion.euskadi.eus/KPELicitacion>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 20/05/2026 09:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 01/06/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura Sobre B

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: no

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: Conforme a lo establecido en el art. 50 de la Ley 9/2017 de Contratos del Sector Público

Organisation providing additional information about the procurement procedure: Gobierno Vasco - Presidencia del Gobierno - Lehendakaritza

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 117269.0

Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Email: oararc@euskadi.eus

Telephone: 945019595

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Gobierno Vasco - Presidencia del Gobierno - Lehendakaritza

Registration number: S4833001C

Postal address: Calle Navarra, 2-01007 Vitoria-Gasteiz

Town: Vitoria-Gasteiz
Postcode: 01010
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Contact point: Beatriz Ciprián Ansoalde
Email: contratacion.lehendakaritza@euskadi.eus
Telephone: +34 945018156
Internet address: <https://contratacion.euskadi.eus>
Buyer profile: <https://www.contratacion.euskadi.eus/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Notice information

Notice identifier/version: 81f0ea59-a27f-4f02-9124-0b072079cf0a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 20/04/2026 16:15:03 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 273627-2026
OJ S issue number: 78/2026
Publication date: 22/04/2026