

Spain-Granada: Advertising services
OJ S 112/2019 13/06/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Diputación Provincial de Granada

National registration number: P1800000J

Postal address: C/ Periodista Barrios Talavera, 1, 1ª planta

Town: Granada

NUTS code: ES614 Granada

Postal code: 18014

Country: Spain

Contact person: Servicio de Contratación Administrativa

E-mail: publiregistro@dipgra.es

Telephone: +34 958247790

Fax: +34 958247782

Internet address(es):

Main address: www.dipgra.es

Address of the buyer profile: <http://www.dipgra.es/perfilcontratante>

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

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Granada

Reference number: SE3/2017

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Acuerdo Marco para la compra de espacios en medios de comunicación destinados a la difusión publicitaria institucional de la Diputación de Granada.

– Presupuesto de licitación: 720 661,04 EUR, sin IVA, IVA (21 %), 151 338,82 EUR,

– Valor estimado: 1 441 332,08 EUR,

Lotes seis (6):

– Lote 1: medios impresos: prensa escrita de difusión diaria de ámbito provincial, suplementos de diarios y revistas,

– Lote 2: radio,

– Lote 3: televisión,

– Lote 4: medios digitales de ámbito provincial y comarcal con edición exclusivamente on line,

– Lote 5: medios digitales de ámbito provincial con ediciones impresas,

– Lote 6: medios impresos comarcales de periodicidad variable.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 720 661,05 EUR

II.2. Description

II.2.1. Title

Medios impresos: prensa escrita de difusión diaria de ámbito provincial, suplementos de diarios y revistas

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Medios impresos: prensa escrita de difusión diaria de ámbito provincial, suplementos de diarios y revistas. Presupuesto de licitación (IVA (21 %) excluido): 165 752,04 EUR.

II.2.5. Award criteria

Cost criterion - Name: Índice de tirada/difusión del medio de comunicación / Weighting: 80

Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Radio

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Radio. Presupuesto de licitación (IVA (21 %) excluido): 309 884,26 EUR.

II.2.5. Award criteria

Cost criterion - Name: Índice de tirada/difusión del medio de comunicación / Weighting: 80

Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Televisión

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Televisión. Presupuesto de licitación (IVA (21 %) excluido): 57 652,88 EUR.

II.2.5. Award criteria

Cost criterion - Name: Índice de tirada/difusión del medio de comunicación / Weighting: 80

Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Medios digitales de ámbito provincial y comarcal con edición exclusivamente on line

Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Medios digitales de ámbito provincial y comarcal con edición exclusivamente on line.
Presupuesto de licitación (IVA (21 %) excluido): 72 066,10 EUR.

II.2.5. Award criteria

Cost criterion - Name: Índice de tirada/difusión del medio de comunicación / Weighting: 80
Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Medios digitales de ámbito provincial con ediciones impresas
Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Medios digitales de ámbito provincial con ediciones impresas. Presupuesto de licitación (IVA (21 %) excluido): 57 652,88 EUR.

II.2.5. Award criteria

Cost criterion - Name: Índice de tirada/difusión del medio de comunicación / Weighting: 80
Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Medios impresos comarcales de periodicidad variable
Lot No: 6

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Medios impresos comarcales de periodicidad variable. Presupuesto de licitación (IVA (21 %) excluido): 57 652,88 EUR.

II.2.5. Award criteria

Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 80

Cost criterion - Name: Mayor descuento ofertado sobre tarifa / Weighting: 20

II.2.11. Information about options

Options: no

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

The procurement involves the establishment of a framework agreement

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: [2017/S 073-139512](#)

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

Lot No: 1

Title:

Medios impresos: prensa escrita de difusión diaria de ámbito provincial, suplementos de diarios y revistas

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/03/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Corporación de Medios de Andalucía, S. A.

National registration number: A-78865458

Town: Peligros (Granada)

NUTS code: ES España

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: 331 504,08 EUR

Total value of the contract/lot: 165 752,04 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Radio Popular, S. A. Cadena de Ondas Populares (26 % del lote)

National registration number: A-28281368

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 619 768,52 EUR

Total value of the contract/lot: 80 569,91 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Lot No: 2

Title:

Radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Radio Granada, S. L. (30 % del lote)

National registration number: b-18009951

Town: Granada

NUTS code: ES España

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: 619 768,52 EUR

Total value of the contract/lot: 92 965,28 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Lot No: 2

Title:

Radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Uniprex, S. A. U. (29 % del lote)

National registration number: A-28782936
Town: San Sebastián de los Reyes (Madrid)
NUTS code: ES España
Country: Spain
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 619 768,52 EUR
Total value of the contract/lot: 89 866,44 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Lot No: 2

Title:

Radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Guadalmedia Publicidad, S. A. (15 % del lote)

National registration number: A-91483545

Town: Sevilla

NUTS code: ES España

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: 619 768,52 EUR

Total value of the contract/lot: 46 482,64 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Lot No: 3

Title:

Televisión

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Guadalmedia Publicidad, S. A.

National registration number: A-91483545

Town: Sevilla

NUTS code: ES España

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: 115 305,76 EUR

Total value of the contract/lot: 57 652,88 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 7

Lot No: 4

Title:

Medios digitales de ámbito provincial y comarcal con edición exclusivamente online

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/03/2019

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Comunicación Social y Digital, S. L. U. (60 % del lote)

National registration number: B-19530922

Town: Granada

NUTS code: ES España

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: 144 132,20 EUR

Total value of the contract/lot: 43 239,66 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 8

Lot No: 4

Title:

Medios digitales de ámbito provincial y comarcal con edición exclusivamente online

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2019

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Ahora Granada, S. C. A. (40 % del lote)

National registration number: F-19546522

Town: Granada

NUTS code: ES España

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: 144 132,20 EUR

Total value of the contract/lot: 28 826,44 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 9

Lot No: 5

Title:

Medios digitales de ámbito provincial con ediciones impresas

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/03/2019

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Corporación de Medios de Andalucía, S. A.

National registration number: A-78865458

Town: Peligros (Granada)

NUTS code: ES España

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: 115 305,76 EUR

Total value of the contract/lot: 57 652,88 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 10

Lot No: 6

Title:

Medios impresos comarcales de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Baza Información, S. L. (60 % del lote)

National registration number: B-18735290

Town: Baza (Granada)

NUTS code: ES España

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: 115 305,76 EUR

Total value of the contract/lot: 34 591,73 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 11

Lot No: 6

Title:

Medios impresos comarcales de periodicidad variable

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

26/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Antonio Pérez Rodríguez (40 % del lote)

National registration number: 75645236R

Town: Guadix (Granada)

NUTS code: ES España

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: 115 305,76 EUR

Total value of the contract/lot: 23 061,15 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: Ver cláusula 20 del Pliego de Cláusulas Administrativas Particulares

Town: Granada

Country: Spain

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

Official name: Servicio de Contratación Administrativa

Postal address: C/ Periodista Barrios Talavera, 1

Town: Granada

Postal code: 18014

Country: Spain

E-mail: publiregistro@dipgra.es

Telephone: +34 958247790

Fax: +34 958247782

Internet address: <http://www.dipgra.es>

VI.5. Date of dispatch of this notice

10/06/2019