

Spain-Rota: Advertising services
OJ S 100/2022 24/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Rota

National registration number: P1103000D

Postal address: Plaza de España, 1

Town: Rota

NUTS code: ES612 Cádiz

Postal code: 11520

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Rota

E-mail: contratacion@aytorota.es

Telephone: +34 956810104

Internet address(es):

Main address: <http://www.aytorota.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=engEEgdT2XoQK2TEfXGy%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

Contratación del Servicio de publicidad institucional del Ayuntamiento de Rota

Reference number: 15465/2020

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación del Servicio de publicidad institucional del Ayuntamiento de Rota

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 39 950,00 EUR

II.2. Description

II.2.1. Title

Televisión. Este lote incluye la producción, realización y emisión de publicidad institucional y de contenidos de información municipal y de interés sobre la ciudad, a través de televisión de ámbito local en la Demarcación TL05CA (con cobertura en la localidad de Rota).

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES612 Cádiz

II.2.4. Description of the procurement

Televisión. Este lote incluye la producción, realización y emisión de publicidad institucional y de contenidos de información municipal y de interés sobre la ciudad, a través de televisión de ámbito local en la Demarcación TL05CA (con cobertura en la localidad de Rota).

II.2.5. Award criteria

Cost criterion - Name: CALIDAD DEL SERVICIO Reportajes entrevistas / Weighting: 25

Cost criterion - Name: CALIDAD DEL SERVICIO TV a la carta en internet / Weighting: 15

Cost criterion - Name: OFERTA ECONÓMICA / Weighting: 60

II.2.11. Information about options

Options: yes

Description of options:

Posibilidad de prorrogar el servicio por un año más

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

Prensa escrita local impresa en papel. Inserción de publicidad institucional en prensa escrita de ámbito local de Rota.

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES612 Cádiz

II.2.4. Description of the procurement

Prensa escrita local impresa en papel. Inserción de publicidad institucional en prensa escrita de ámbito local de Rota.

II.2.5. Award criteria

Cost criterion - Name: CALIDAD DEL SERVICIO Difusión contenido turístico y eventos / Weighting: 12

Cost criterion - Name: CALIDAD DEL SERVICIO Inserción publicidad redes sociales / Weighting: 3

Cost criterion - Name: CALIDAD DEL SERVICIO Número de ejemplares / Weighting: 15

Cost criterion - Name: OFERTA ECONÓMICA L2 / Weighting: 70

II.2.11. Information about options

Options: yes

Description of options:

Posibilidad de prorrogar el servicio por un año más

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

Prensa digital local. Inserción de publicidad institucional en prensa digital local de Rota.
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES612 Cádiz

II.2.4. Description of the procurement

Prensa digital local. Inserción de publicidad institucional en prensa digital local de Rota.

II.2.5. Award criteria

Cost criterion - Name: CALIDAD DEL SERVICIO Actualización fines de semana y días festivos / Weighting: 7

Cost criterion - Name: CALIDAD DEL SERVICIO Difusión banners / Weighting: 8

Cost criterion - Name: CALIDAD DEL SERVICIO Vistas de una página / Weighting: 25

Cost criterion - Name: OFERTA ECONÓMICA / Weighting: 60

II.2.11. Information about options

Options: yes

Description of options:

Posibilidad de prorrogar el servicio por un año más

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 250-661961](#)

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: 2022-0013

Lot No: 2

Title:

Prensa escrita local impresa en papel. Inserción de publicidad institucional en prensa escrita de ámbito local de Rota.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/05/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: PUBLICACIONES DEL SUR, S.A.

National registration number: A11627395

Town: Jerez de la Frontera

NUTS code: ES612 Cádiz

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: 20 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022-0014

Lot No: 3

Title:

Prensa digital local. Inserción de publicidad institucional en prensa digital local de Rota.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/05/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: HERMINIA ROMERO SANTAMARIA

National registration number: 52317916T

Town: Rota

NUTS code: ES612 Cádiz

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: 20 000,00 EUR

Total value of the contract/lot: 19 950,00 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 Recursos Contractuales

Postal address: Plaza España s/n

Town: Cádiz

Postal code: 11071

Country: Spain

VI.5. Date of dispatch of this notice

19/05/2022