

**Spain-Vitoria-Gasteiz: Advertising management services**

**OJ S 102/2022 27/05/2022**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Eusko Jaurlaritz-Gobierno Vasco

National registration number: S4833001C

Postal address: C/ Donostia-San Sebastián, 1

Town: Vitoria-Gasteiz

NUTS code: ES21 País Vasco

Postal code: 01010

Country: Spain

Contact person: Mesa de contratación - Departamento de Salud

E-mail: [m-kortaramon@euskadi.eus](mailto:m-kortaramon@euskadi.eus)

Telephone: +49 945019177

Fax: +49 945019301

**Internet address(es):**

Main address: <https://www.contratacion.euskadi.eus>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.contratacion.euskadi.eus>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Health

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line para el desarrollo de campañas de comunicación relacionadas con la COVID-19

Reference number: 182/2022-S

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3.**

## **Type of contract**

Services

### **II.1.4. Short description**

Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line para el desarrollo de campañas de comunicación relacionadas con la COVID-19

### **II.1.5. Estimated total value**

Value excluding VAT: 413 223,14 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: ES21 País Vasco

### **II.2.4. Description of the procurement**

Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line para el desarrollo de campañas de comunicación relacionadas con la COVID-19

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: FUNCIONAMIENTO/METODOLOGÍA DEL TRABAJO / Weighting: 13

Quality criterion - Name: PROPUESTA PLANIFICACIÓN CAMPAÑA PUBLICITARIA / Weighting: 12

Cost criterion - Name: OFERTA ECONÓMICA / Weighting: 70

Cost criterion - Name: PROTOCOLO EMPLEO LENGUAJE INCLUSIVO E IGUALATORIO / Weighting: 5

### **II.2.6. Estimated value**

Value excluding VAT: 413 223,14 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 5

This contract is subject to renewal: no

### **II.2.10. Information about variants**

Variants will be accepted: no

### **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 III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 060-156423](#)

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 10/06/2022 Local time: 10:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish, Basque

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 16/06/2022 Local time: 11:00

Place:

APERTURA TÉCNICA: 16/06/2022 11:00 HORAS

APERTURA ECONÓMICA: 30/06/2022 11:00 HORAS

Information about authorised persons and opening procedure: APERTURA PÚBLICA

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: ÓRGANO ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Postal address: C/ Donostia-San Sebastián, 1

Town: Vitoria-Gasteiz

Postal code: 01010

Country: Spain

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

Official name: Mesa de Contratación del Departamento de Salud - Gobierno Vasco

Postal address: C/ Donostia-San Sebastián, 1

Town: Vitoria-Gasteiz

Postal code: 01010

Country: Spain

**VI.5. Date of dispatch of this notice**

23/05/2022