

Spain-Madrid: Advertising services
OJ S 142/2017 27/07/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Economía y Competitividad
National registration number: S2800568D
Postal address: Paseo de la Castellana, 162
Town: Madrid
NUTS code: ES300 Madrid
Postal code: 28046
Country: Spain
Contact person: Junta de Contratación del Ministerio de Economía y Competitividad
E-mail: junta.contratacion@mineco.es
Telephone: +34 916037649
Fax: +34 916038851
Internet address(es):
Main address: <https://contrataciondelestado.es>
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QRp7HFbAWiIQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.
Reference number: J16.027.04

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 471 074,38 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: En las instalaciones del adjudicatario.. .

II.2.4. Description of the procurement

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

II.2.5. Award criteria

Cost criterion - Name: Otros criterios de adjudicación cuantificables de forma automática, diferentes del precio / Weighting: 5

Cost criterion - Name: Precio ponderado / Weighting: 95

II.2.11. Information about options

Options: yes

Description of options:

Existe posibilidad de prórroga.

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.2.8. 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: J16.027.04

Title:

Contratación de los medios de comunicación para las campañas publicitarias nacionales de la Secretaría General del Tesoro y Política Financiera.

A contract/lot is awarded: yes

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

17/07/2017

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: Maxus Spain S.L. Unipersonal

National registration number: B78127826

Postal address: camino de las Norias, nº 92

Town: Majadahonda

NUTS code: ES3 Comunidad de Madrid

Postal code: 28221

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: 3 471 074,38 EUR

Total value of the contract/lot: 3 471 074,38 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: Registro General del Ministerio de Economía, Industria y Competitividad

Postal address: Paseo de la Castellana, nº 162, planta baja

Town: Madrid

Postal code: 28046

Country: Spain

VI.5. Date of dispatch of this notice

24/07/2017