

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 internacionales de la Secretaría General del Tesoro y Política Financiera.

Reference number: J16.028.04

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 internacionales 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: 1 652 892,56 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 internacionales de la Secretaría General del Tesoro y Política Financiera.

II.2.5. Award criteria

Price

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: J16.028.04

Title:

Contratación de los medios de comunicación para las campañas publicitarias internacionales 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: 8

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

V.2.3. Name and address of the contractor

Official name: Irismedia Agencia de Medios, S.L.

National registration number: B84584705

Postal address: calle Cronos, 63, planta 2, oficina 4

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28037

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: 1 652 892,56 EUR

Total value of the contract/lot: 1 652 892,56 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