

296517-2026 - Competition

Spain – Advertising management services – Servicio de Gestión Publicitaria a través de diversos Medios de Comunicación y Soportes Online

OJ S 84/2026 30/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Alcaldía del Ayuntamiento de San Bartolomé de Lanzarote

Email: contratacion@sanbartolome.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de Gestión Publicitaria a través de diversos Medios de Comunicación y Soportes Online

Description: Servicio de Gestión Publicitaria a través de diversos Medios de Comunicación y Soportes Online

Procedure identifier: 3dc6bf7e-1309-4bb1-953f-a65493db584d

Internal identifier: 1654/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): El Hierro (ES703)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Fuerteventura (ES704)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gran Canaria (ES705)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Gomera (ES706)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Palma (ES707)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 800 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Cualquiera de los recogidos en el art. 71 LCSP.

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de Gestión Publicitaria a través de diversos Medios de Comunicación y Soportes Online

Description: Servicio de Gestión Publicitaria a través de diversos Medios de Comunicación y Soportes Online

Internal identifier: 1654/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341000 Advertising services

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Country subdivision (NUTS): El Hierro (ES703)

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5.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

Criterion: Technicians or technical bodies to carry out the work

Description of selection criterion: Técnicos o unidades técnicas

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Experiencia adicional del personal mínimo a adscribir a la ejecución del contrato.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Price

Description: Oferta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Relación de cuentas participadas por el personal puesto a disposición del contrato..

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=9wgxKw1%2F2NdeKgd8LfVV9g%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=9wgxKw1%2F2NdeKgd8LfVV9g%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 02/06/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemático

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: El contratista se obliga aplicar en todos los medios que se generen para esta administración alternativas y a aplicar las herramientas posibles para facilitar el acceso a lo publicado a aquellas personas con déficit sensitivo.

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Alcaldía del Ayuntamiento de San Bartolomé de Lanzarote - Tribunal Administrativo de Contratos Públicos de la C.C.A.A. de Canarias

Information about review deadlines: hasta 2026-05-22+02:00

Organisation providing more information on the review procedures: Alcaldía del Ayuntamiento de San Bartolomé de Lanzarote - Tribunal Administrativo de Contratos Públicos de la C.C.A.A. de Canarias.

8. Organisations

8.1. ORG-0001

Official name: Alcaldía del Ayuntamiento de San Bartolomé de Lanzarote

Registration number: 31046560148416

Registration number: P3501900I

Town: San Bartolomé

Postcode: 35550

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Contact point: Alcaldía del Ayuntamiento de San Bartolomé de Lanzarote

Email: contratacion@sanbartolome.es

Telephone: +034 928520657

Fax: +034 928520065

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=1zJ7iJ65dMQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratos Públicos de la C.C.A.A. de Canarias.

Town: Las Palmas

Postcode: 35007

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: tribunalcontratos.hacienda@gobiernodecanarias.org

Telephone: +034 928578124

Fax: +034 928578127

Internet address: https://sede.gobcan.es/hpae/procedimientos_servicios/tramites

Other contact points:

Official name: Tribunal Administrativo de Contratos Públicos de la C.C.A.A. de Canarias

Town: Las Palmas de Gran Canaria

Postcode: 35007

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

Email: tribunalcontratos.hacienda@gobiernodecanarias.org

Telephone: +034 928578124

Fax: +034 928578127

Internet address: https://sede.gobcan.es/hpae/procedimientos_servicios/tramites

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

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