

297086-2026 - Competition

Spain – Advertising campaign services – Contratación servicio campaña publicitaria para promocionar actividades marca Talento Almeriense

OJ S 84/2026 30/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Gobierno de la Diputación Provincial de Almería

Email: patrimonioycontratacion@dipalme.org

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratación servicio campaña publicitaria para promocionar actividades marca Talento Almeriense

Description: Contratación servicio campaña publicitaria para promocionar actividades marca Talento Almeriense

Procedure identifier: ec92d965-0f65-47aa-bdea-dea9009a4574

Internal identifier: 2025/D81000/006-302/00012

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Almería (ES611)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 300 000,00 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: no estar incurso en prohibiciones para contratar

5. Lot

5.1. Lot: LOT-0000

Title: Contratación servicio campaña publicitaria para promocionar actividades marca Talento Almeriense
Description: Contratación servicio campaña publicitaria para promocionar actividades marca Talento Almeriense
Internal identifier: 2025/D81000/006-302/00012

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Options:

Description of the options: El contrato será prorrogable por 1 años

5.1.2. Place of performance

Country subdivision (NUTS): Almería (ES611)

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

5.1.9. 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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Mejora 1: hasta 14 puntos; Mejora 2: Hasta 13 puntos; Mejora 3: hasta 14 puntos; Mejora 4: Hasta 14 puntos.

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

Award criterion number: 55

Criterion:

Type: Price

Description: Precio: 20 puntos.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Claridad, precisión y nivel de detalle en la redacción y estructura-ción del plan de medios.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Impactos potenciales que pueda alcanzar el plan de medios para promocionar las actividades impulsadas por la marca "Talento Almeriense".

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

Award criterion number: 5

Criterion:

Type: Quality

Description: La coherencia global Plan de Medios: hasta 5 puntos.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Los medios de comunicación elegidos para lograr un mayor alcance.

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=eW0Z6TMdFjw%2Bk2oCbDoslw%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=eW0Z6TMdFjw%2Bk2oCbDoslw%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: 3 Months

Information about public opening:

Opening date: 02/06/2026 10:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: DIPUTACIÓN PROVINCIAL DE ALMERIA

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: Toda la documentación, publicidad, imagen o materiales deberán emplear un uso no sexista del lenguaje..

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

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

8. Organisations

8.1. ORG-0001

Official name: Junta de Gobierno de la Diputación Provincial de Almería
Registration number: 30984400142200
Registration number: P0400000F
Town: Almería
Postcode: 04001
Country subdivision (NUTS): Almería (ES611)
Country: Spain
Contact point: Junta de Gobierno de la Diputación Provincial de Almería
Email: patrimonioycontratacion@dipalme.org
Telephone: 950211100
Internet address: <https://www.contratantes.dipalme.org>
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zr8%2BmhfoaKMqK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: DIPUTACION PROVINCIAL DE ALMERIA
Town: ALMERIA
Postcode: 04001
Country subdivision (NUTS): Almería (ES611)
Country: Spain
Email: info@dipalme.org
Telephone: +034 950211100

Roles of this organisation:

Buyer
Review organisation

Notice information

Notice identifier/version: 3b53c285-d4f6-4b5c-b8e3-54f3dfb70968 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 29/04/2026 11:54:04 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
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