

307964-2026 - Competition

Spain – Advertising services – Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

OJ S 86/2026 05/05/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: contratacion@turismoycultura.asturias.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

Description: Las características del contrato y del procedimiento de contratación está recogidas en los Pliegos que rigen la presente licitación.

Procedure identifier: 04ce977b-b495-41f7-9188-d1c70208721d

Internal identifier: CM 07/26

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 538 016,53 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: Y todos los criterios mencionados en el cuadro anterior "motivos de exclusión"

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de planificación, gestión y compra de medios publicitarios centrados en televisión para comunicar los atributos diferenciadores del Principado de Asturias como destino turístico

Description: Las características del contrato y del procedimiento de contratación está recogidas en los Pliegos que rigen la presente licitación.

Internal identifier: CM 07/26

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400

Advertising campaign services

Options:

Description of the options: El plazo de ejecución NO podrá ser prorrogado una vez llegado a su vencimiento.

5.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 0

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Cobertura mensual del público objetivo en CTV.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Cobertura mensual del público objetivo en televisión lineal.

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

Award criterion number: 9

Criterion:

Type: Price

Description: Comisión de gestión de campaña.

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

Award criterion number: 6

Criterion:

Type: Price

Description: Precio unitario mensual por GRP para Televisión lineal.

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

Award criterion number: 9

Criterion:

Type: Price

Description: Precio unitario por 1000 impactos para CTV.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Presión mensual estimada CTV.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Presión mensual estimada TV lineal.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Propuesta estratégica.

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

Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%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=G%2F%2FXFwLNeXWcCF8sV%2BqtYA%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/06/2026 10:00:00 (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: 04/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Laboral Ciudad de la Cultura

Terms of contract:

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

Electronic invoicing: Not 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

Review organisation: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U. - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Cabe interponer recurso especial en materia de contratación ante el Tribunal Central de Recursos Contractuales en el plazo máximo de quince días hábiles a contar a partir del día siguiente a aquel en que se reciba la notificación de adjudicación.

8. Organisations

8.1. ORG-0001

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Registration number: 40546610096161

Registration number: A74177734

Town: Gijón

Postcode: 33203

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

Contact point: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Email: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Email: tribunal_recursos.contratos@hacienda.gob.es
Telephone: 913491319
Roles of this organisation:
Buyer
Review organisation

10. Change

Version of the previous notice to be changed
:
eb27b5e6-13ba-4805-a706-9b3530d76af3-01
Main reason for change
:
Information updated

10.1. Change

Section identifier: PROCEDURE

10.1. Change

Section identifier: LOT-0000

Notice information

Notice identifier/version: 40eafec5-3c46-4d8c-bb0d-3474fa7777db - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 04/05/2026 14:24:57 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 307964-2026
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