

## 318609-2026 - Competition

Spain – Advertising services – Planificación estratégica y compra de espacios publicitarios en soportes de medios de comunicación de prensa impresa y digital, radio, televisión, soportes de publicidad exterior y redes sociales.

OJ S 89/2026 08/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Sevilla

Email: [perfilcontratante.junta@sevilla.org](mailto:perfilcontratante.junta@sevilla.org)

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Planificación estratégica y compra de espacios publicitarios en soportes de medios de comunicación de prensa impresa y digital, radio, televisión, soportes de publicidad exterior y redes sociales.

Description: Planificación estratégica y compra de espacios publicitarios en soportes de medios de comunicación de prensa impresa y digital, radio, televisión, soportes de publicidad exterior y redes sociales.

Procedure identifier: c1cd8da1-4a4f-4f35-8492-798751681174

Internal identifier: 2026/ASE/000079

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): 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 478 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Para empresas de más de 50 trabajadores, se consideran motivos de exclusión exclusivamente nacionales, conforme

se establece en el artículo 71.1, d) de la LCSP, el no contar con un 2% de trabajadores con discapacidad (RDL 1/2013) y el no contar con un Plan de Igualdad que se inscribirá en el Registro laboral correspondiente (LO 3/2007).

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Planificación estratégica y compra de espacios publicitarios en soportes de medios de comunicación de prensa impresa y digital, radio, televisión, soportes de publicidad exterior y redes sociales.

Description: Planificación estratégica y compra de espacios publicitarios en soportes de medios de comunicación de prensa impresa y digital, radio, televisión, soportes de publicidad exterior y redes sociales.

Internal identifier: 2026/ASE/000079

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 8 Months

#### 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

Social objective promoted: Fair working conditions

#### 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: 1 - Porcentaje de descuento sobre tarifa oficial.

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

Award criterion number: 74,5

##### Criterion:

Type: Quality

Description: 2 - Menor porcentaje de beneficio de agencia.

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

Award criterion number: 10

**Criterion:**

Type: Quality

Description: 3 - Mejor precio de las adaptaciones.

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

Award criterion number: 6

**Criterion:**

Type: Quality

Description: 4 - Mejor precio de las producciones.

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

Award criterion number: 5,5

**Criterion:**

Type: Quality

Description: 5 - Mejor precio clipping de prensa.

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

Award criterion number: 4

**5.1.11. Procurement documents**

Address of the procurement documents: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=NvelkS7rq4kQyBAnWzHfCg%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=NvelkS7rq4kQyBAnWzHfCg%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=NvelkS7rq4kQyBAnWzHfCg%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=NvelkS7rq4kQyBAnWzHfCg%3D%3D)

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/06/2026 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: 09/06/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Sevilla, Sala de Fieles Ejecutores

Opening date: 09/06/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Sevilla, Sala de Fieles Ejecutores

**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: Convenio Colectivo / Condiciones Laborales.

Electronic invoicing: 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

Electronic auction: no

**5.1.16. Further information, mediation and review**

Review organisation: Junta de Gobierno del Ayuntamiento de Sevilla - Gabinete de Comunicación

Information about review deadlines: Tal y como establece el artículo 153 de la LCSP, el plazo será de 15 días hábiles desde la notificación de la adjudicación del contrato

Organisation providing more information on the review procedures: Junta de Gobierno del Ayuntamiento de Sevilla - Gabinete de Comunicación

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## 8. Organisations

### 8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de Sevilla

Registration number: 31025560146316

Registration number: P4109100J

Town: Sevilla

Postcode: 41004

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Sevilla

Email: [perfilcontratante.junta@sevilla.org](mailto:perfilcontratante.junta@sevilla.org)

Telephone: +34 955470302

Internet address: <http://www.sevilla.org>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2FAieP4sVToEQK2TEfXGy%2BA%3D%3D>

**Other contact points:**

Official name: Gabinete de Comunicación

Town: SEVILLA

Postcode: 41001

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

**Roles of this organisation:**

Buyer

Review organisation

Organisation providing more information on the review procedures

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## Notice information

Notice identifier/version: 5ae6aed6-625e-4c88-ad85-88d049a322a2 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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