

Spain-Madrid: Advertising campaign services

OJ S 185/2013 24/09/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Empleo, Turismo y Cultura

Postal address: Calle Alcalá, 31

Town: Madrid

Postal code: 28014

Country: Spain

For the attention of: Jefe de Área de Contratación

E-mail: pedro.rincon@madrid.org

Telephone: +34 917208454

Fax: +34 917208066

Internet address(es):General address of the contracting authority: <http://www.madrid.org>Electronic access to information: <http://www.madrid.org/contratospublicos>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Servicios para la Difusión de las Ayudas de Fomento del Empleo y del Emprendimiento.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Comunidad de Madrid

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Servicios para la Difusión de las Ayudas de Fomento del Empleo y del Emprendimiento.

II.1.6. CPV code(s)

79341400 Advertising campaign services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 1 239 669,42 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 1 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía Provisional: 24 793,39 EUR

Garantía Definitiva : 5 % del importe de adjudicación del contrato, I.V.A. excluido.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Precio. Weighting 70

2. Calidad Técnica de la Oferta. Weighting 30

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

C-810/015-13 - (09-AT-00104.5/2013)

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2013/S 138-239785](#) of 18.7.2013

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

14.10.2013

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 23.10.2013 - 12:00

Place:

Sala de Juntas de la Consejería de Empleo, Turismo y Cultura, c/ Alcalá 31, planta sotano
-1, 28014 Madrid

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Apertura pública

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de la Contratación Pública de la Comunidad de Madrid

Postal address: Carrera de San Jerónimo, 13, 3ª planta

Town: Madrid

Postal code: 28014

Country: Spain

E-mail: tribunal.contratacion@madrid.org

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

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Consejería de Empleo, Turismo y Cultura de la Comunidad de Madrid

Postal address: Calle Alcalá, 31

Town: Madrid

Postal code: 28013

Country: Spain

VI.5. Date of dispatch of this notice

20.9.2013