

**Netherlands-Utrecht: Advertising and marketing services**

**OJ S 102/2023 30/05/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Stichting ROC Midden Nederland

National registration number: 25638009

Postal address: Brandenburchdreef 20

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3562 CS

Country: Netherlands

Contact person: Smail Abdi

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

Telephone: +31 307541700

**Internet address(es):**

Main address: <http://www.rocmn.nl>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/aankondigingen/overzicht/298978/details>

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/aankondigingen/overzicht/298978/details>

Additional information can be obtained from another address:

Official name: Stichting ROC Midden Nederland

Postal address: Brandenburchdreef 20

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3562CS

Country: Netherlands

Contact person: afdeling inkoop

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

**Internet address(es):**

Main address: <http://www.rocmn.nl>

Tenders or requests to participate must be submitted to the following address:

Official name: Stichting ROC Midden Nederland

Postal address: Brandenburchdreef 20

Town: Utrecht

Postal code: 3562CS

Country: Netherlands

Contact person: afdeling inkoop

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

NUTS code: NL Nederland

**Internet address(es):**

Main address: <http://www.rocmn.nl>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Online Mediabureau

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Deze aanbesteding heeft als doel één online mediabureau te contracteren o.b.v. beste prijs /kwaliteitsverhouding met een effectief gebruik van budget én maximaal rendement. Het bureau levert betaalde:

- Online media- en campagnestrategie en advies
- Online media- en campagneplanning
- Uitvoering en uitrol op content, aanpassen en executie online campagne content van SEA/ Google Ads en social ads
- Monitoring, optimalisatie en diepte-analyse [GA4, GTM en andere tooling in overleg].
- Geïntegreerde rapportage over alle media (search ads, social ads, display, video etc)
- Online media-inkoop

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

**II.2. Description****II.2.1. Title**

Online Mediabureau  
Lot No: 1

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: NL31 Utrecht  
Main site or place of performance: Utrecht

**II.2.4. Description of the procurement**

Zie aanbestedingsdocument

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: kwaliteit / Weighting: 60

Price - Weighting: 40

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/11/2023 End: 31/10/2026

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 04/09/2023 Local time: 11:00

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Dutch

##### **IV.2.7. Conditions for opening of tenders**

Date: 04/09/2023 Local time: 11:00

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Rechtbank Midden Nederland, locatie Utrecht

Postal address: Vrouwe Justitiaplein 1

Town: Utrecht

Postal code: 3511 EX

Country: Netherlands

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

Internet address: <http://www.rechtspraak.nl>

##### **VI.4.2. Body responsible for mediation procedures**

Official name: Stichting ROC Midden Nederland

Postal address: Brandenburchdreef 20

Town: Utrecht

Postal code: 3562CS

Country: Netherlands

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

Telephone: +31 307541700

Internet address: <http://www.rocmn.nl>

##### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Stichting ROC Midden Nederland

Postal address: Brandenburchdreef 20 Brandenburchdreef

Town: Utrecht

Postal code: 3562CS

Country: Netherlands

E-mail: [inkoop@rocmn.nl](mailto:inkoop@rocmn.nl)

Telephone: +31 307541700

Internet address: <http://www.rocmn.nl>

##### **VI.5. Date of dispatch of this notice**

25/05/2023