

**Spain-Valencia: Advertising services**  
**OJ S 121/2021 25/06/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero, 7

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

E-mail: [aporras@cac.es](mailto:aporras@cac.es)

Telephone: +34 961974400

Fax: +34 961974471

**Internet address(es):**

Main address: <http://www.cac.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D>

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

Other type: Otras entidades del sector público

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Contratación, por lotes, de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències, por el procedimiento abierto sujeto a regulación armonizada

Reference number: PA 5/21

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contratación, por lotes, de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències, por el procedimiento abierto sujeto a regulación armonizada.

### **II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 463 150,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana  
Lot No: 1

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

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: ES523 Valencia/València

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

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana.

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

Quality criterion - Name: Lote 1: mejoras de radio y prensa / Weighting: 20

Cost criterion - Name: Lote 1: inserciones / Weighting: 80

### **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**

## **II.2. Description**

### **II.2.1. Title**

Campaña de publicidad de la Ciutat de les Arts i les Ciències y de sus contenidos en soportes digitales, exterior y televisivos  
Lot No: 2

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

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: ES523 Valencia/València

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

Campaña de publicidad de la Ciutat de les Arts i les Ciències y de sus contenidos en soportes digitales, exterior y televisivos.

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

Quality criterion - Name: Lote 2: mejoras de radio y prensa / Weighting: 30

Cost criterion - Name: Lote 2: inserciones / Weighting: 70

#### **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**

##### **II.2. Description**

###### **II.2.1. Title**

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències  
Lot No: 3

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

79341000 Advertising services

###### **II.2.3. Place of performance**

NUTS code: ES523 Valencia/València

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

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències.

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

Quality criterion - Name: Lote 3: medios adicionales propuestos / Weighting: 30

Cost criterion - Name: Lote 3: número de clics en LinkedIn campaña carrusel (anuncio imagen por secuencia) / Weighting: 13

Cost criterion - Name: Lote 3: descuento en tarifas oficiales / Weighting: 57

#### **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**

##### **II.2. Description**

###### **II.2.1. Title**

Creatividad gráfica de productos y servicios de la Ciutat de les Arts i les Ciències  
Lot No: 4

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

79341000 Advertising services

###### **II.2.3. Place of performance**

NUTS code: ES523 Valencia/València

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

Creatividad gráfica de productos y servicios de la Ciutat de les Arts i les Ciències.

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

Quality criterion - Name: Lote 4: diseño creatividad / Weighting: 49  
Price - Weighting: 51

#### **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: no

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

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 037-092850](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** PA 5/21\_L2

**Lot No:** 2

**Title:**

Campaña de publicidad de la Ciutat de les Arts i les Ciències y de sus contenidos en soportes digitales, exterior y televisivos

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/06/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Mediterránea de Medios Iberia, S. A.  
National registration number: A96209937  
Postal address: C/ Nicolás Copérnico, 10, parque tecnológico  
Town: Paterna (Valencia)  
NUTS code: ES523 Valencia/València  
Postal code: 46980  
Country: Spain  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 462 000,00 EUR  
Total value of the contract/lot: 462 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** PA 5/21\_L4

**Lot No:** 4

**Title:**

Creatividad gráfica de productos y servicios de la Ciutat de les Arts i les Ciències

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

21/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 15

Number of tenders received from SMEs: 15

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Pool Creaciones Publicitarias, S. L.  
National registration number: B81800385  
Postal address: C/ Marqués de Monteagudo, 19  
Town: Madrid  
NUTS code: ES3 Comunidad de Madrid  
Postal code: 28028  
Country: Spain  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 15 000,00 EUR  
Total value of the contract/lot: 1 150,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

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

21/06/2021