

## 321162-2026 - Planning

Sweden – Advertising services – Förmedling bokning av annonser Hälsingland

OJ S 90/2026 11/05/2026

Prior information notice or a periodic indicative notice used only for information  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Inköp Gävleborg

Email: [elin.svalatra@nordanstig.se](mailto:elin.svalatra@nordanstig.se)

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: Förmedling bokning av annonser Hälsingland

Description: Upphandlingen omfattar förmedling/bokning av samhällsinformation via annonser och bilagor till dagstidningar, samt digital annonsering via webben och sociala medier.

Annonsering ska kunna ske lokalt samt nationellt.

Internal identifier: 16134

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Gävleborgs län (SE313)

Country: Sweden

Additional information: -

##### 2.1.3. Value

Estimated value excluding VAT: 7 000 000,00 SEK

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 3. Part

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#### 3.1. Part: PAR-0001

Title: Förmedling bokning av annonser Hälsingland

Description: Upphandlingen omfattar förmedling/bokning av samhällsinformation via annonser och bilagor till dagstidningar, samt digital annonsering via webben och sociala medier.

Annonsering ska kunna ske lokalt samt nationellt.

##### 3.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

### 3.1.2. Place of performance

Country subdivision (NUTS): Gävleborgs län (SE313)

Country: Sweden

Additional information: -

### 3.1.3. Duration

Duration: 30 Days

### 3.1.5. General information

#### Reserved participation

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Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): yes

### 3.1.7. Terms of procurement

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

### 3.1.9. Further information, mediation and review

Review organisation: Förvaltningsrätten i Falun

Organisation providing additional information about the procurement procedure: Inköp Gävleborg

## 8. Organisations

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### 8.1. ORG-0001

Official name: Inköp Gävleborg

Registration number: 222000-2311

Postal address: Köpmannen 7

Town: Söderhamn

Postcode: 826 80

Country subdivision (NUTS): Gävleborgs län (SE313)

Country: Sweden

Contact point: Elin Svalaträ

Email: [elin.svalatra@nordanstig.se](mailto:elin.svalatra@nordanstig.se)

Telephone: 0652360 00

Internet address: <http://www.inkopgavleborg.se/>

Buyer profile: <http://www.inkopgavleborg.se/>

#### Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

### 8.1. ORG-0002

Official name: Förvaltningsrätten i Falun

Registration number: 202100-2742

Postal address: Kullen 4

Town: Falun

Postcode: 79131

Country subdivision (NUTS): Dalarnas län (SE312)

Country: Sweden

Email: [forvaltningsrattenifalun@dom.se](mailto:forvaltningsrattenifalun@dom.se)

Telephone: +46 233830000

**Roles of this organisation:**

Review organisation

## Notice information

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