

**Spain-Toledo: Advertising services**  
**OJ S 135/2020 15/07/2020**  
**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: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

National registration number: S1911001D

Postal address: Plaza del Conde, 2

Town: Toledo

NUTS code: ES425 Toledo

Postal code: 45071

Country: Spain

Contact person: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

E-mail: [presidencia.contratacion@jccm.es](mailto:presidencia.contratacion@jccm.es)

Telephone: +34 925267600

Fax: +34 925330121

**Internet address(es):**

Main address: <http://contratacion.castillalamancha.es/>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=C96X8iJgoWwQK2TEfXGy%2BA%3D%3D>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Gestión de la compra de espacios publicitarios para llevar a cabo la difusión y promoción de las actuaciones de la Junta de Comunidades de Castilla-La Mancha — 1104TO19SER00557

Reference number: 2019/025964

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 1 414 462,81 EUR

**II.2. Description**

**II.2.1. Title**

Descripción en PCAP (lote 1)

Lot No: 1

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

79341000 Advertising services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: ES42 Castilla-La Mancha

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

Descripción en PCAP (lote 1).

**II.2.5. Award criteria**

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP /  
Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP:  
descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP:  
descuentos en la compra de espacios publicitarios / Weighting: 40

**II.2.11. Information about options**

Options: yes

Description of options:

Veinticuatro meses.

**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**

Descripción en PCAP (lote 2)

Lot No: 2

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

79341000 Advertising services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: ES42 Castilla-La Mancha

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

Descripción en PCAP (lote 2).

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

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP / Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP: descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP: descuentos en la compra de espacios publicitarios / Weighting: 40

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

Options: yes

Description of options:

Veinticuatro meses.

#### **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**

Descripción en PCAP (lote 3)

Lot No: 3

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

79341000 Advertising services, 79341400 Advertising campaign services

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

NUTS code: ES42 Castilla-La Mancha

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

Descripción en PCAP (lote 3).

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

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP / Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP: descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP: descuentos en la compra de espacios publicitarios / Weighting: 40

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

Options: yes

Description of options:

Veinticuatro meses.

#### **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**

Descripción en PCAP (lote 4)  
Lot No: 4

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

79341000 Advertising services, 79341400 Advertising campaign services

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

NUTS code: ES42 Castilla-La Mancha

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

Descripción en PCAP (lote 4).

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

Quality criterion - Name: Propuesta técnica de conformidad con la cláusula 22 del PCAP /  
Weighting: 50

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP:  
descuentos en la comisión de la agencia / Weighting: 10

Cost criterion - Name: Oferta económica de conformidad con la cláusula 22 del PCAP:  
descuentos en la compra de espacios publicitarios / Weighting: 40

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

Options: yes

Description of options:  
Veinticuatro meses.

### **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: [2020/S 016-033972](#)

#### **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:** 005867/2020

**Lot No:** 4

**Title:**

Descripción en PCAP (lote 4)

A contract/lot is awarded: yes

### V.2. Award of contract

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

25/06/2020

#### V.2.2. Information about tenders

Number of tenders received: 4

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

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

Official name: Irismedia Agencia de Medios, S. L.

National registration number: B84584705

Postal address: C/ Albasanz, 15, edificio A, 3.<sup>a</sup> planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28037

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 414 462,81 EUR

Total value of the contract/lot: 1 414 462,81 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: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

Postal address: Plaza del Conde, 2

Town: Toledo

Postal code: 45071

Country: Spain

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

13/07/2020