

Spain-Santiago de Compostela: Printing and distribution services

OJ S 188/2015 29/09/2015

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Consellería del Medio Rural y del Mar

Postal address: San Caetano, s/n, Edificio Administrativo nº 5, 2º piso

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: licitacion.medioruralemar@xunta.es

Telephone: +34 98154-5737/5738

Fax: +34 981545003

Internet address(es):General address of the contracting authority: <http://medioruralemar.xunta.es/transparencia/contratacion/>**I.2. Type of the contracting authority**

Regional or local authority

I.3. Main activity

Other: medio rural y mar

I.4. Contract award on behalf of other contracting authorities**Section II: Object of the contract**

II.1. Description**II.1.1. Title**

Servicio consistente en el desarrollo de una campaña de lucha contra el furtivismo de los productos del mar de Galicia (3 lotes) (exp. 26/2015).

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: El ámbito territorial es el de la Comunidad Autónoma de Galicia.

NUTS code ES España

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**II.1.4. Short description of the contract or purchase(s)**

El presente contrato tiene por objeto una pluralidad de tareas (descritas en el pliego de prescripciones técnicas) que consisten en el desarrollo de una campaña de lucha contra el furtivismo de los productos del mar de Galicia.

II.1.5. CPV code(s)

79824000 Printing and distribution services, 79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 763 952,38 EUR

Including VAT. VAT rate (%) 21

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Lote 1: nº de dípticos (mínimo 10 000 unidades). Weighting 30
2. Lote 1: nº de carteles de pared (mínimo 2 000 unidades). Weighting 25
3. Lote 1: criterios ambientales. Weighting 5
4. Lote 1, 2: oferta económica. Weighting 40
5. Lote 2: nº de vallados (mínimo de 110). Weighting 60
6. Lote 3: costes de compra de prensa escrita de Galicia. Weighting 40
7. Lote 3: costes de compra de radio en Galicia. Weighting 25
8. Lote 3: costes de compra de televisión en Galicia. Weighting 15
9. Lote 3: costes de compra de Internet en Galicia. Weighting 15
10. Lote 3: comisión de la agencia (entre 0 y 2,5 %). Weighting 5

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

26/2015

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2015/S 46-079141](#) of 6.3.2015

Contract notice

Notice number in the OJ S: [2015/S 94-170412](#) of 16.5.2015

Section V: Award of contract

Contract No: Servicio consistente en el desarrollo de una campaña de lucha contra el furtivismo de los productos del mar de Galicia (3 lotes) (exp. 26/2015)

Lot No: 1

- Lot title: Edición de material publicitario

V.1.

Date of conclusion of the contract

4.8.2015

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Gráficas Anduriña, S.C.G.

Postal address: av. San Xoán, 32

Town: Pontevedra

Postal code: 36994

Country: Spain

E-mail: administracion@andurina.com

Telephone: +34 986778011

Fax: +34 986778400

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 10 000 EUR

excluding VAT

Total value of the procurement:

Value: 6 000 EUR

excluding VAT

V.5. Information about subcontracting

Contract No: Servicio consistente en el desarrollo de una campaña de lucha contra el furtivismo de los productos del mar de Galicia (3 lotes) (exp. 26/2015)

Lot No: 2

- Lot title: Vallados

V.1. Date of conclusion of the contract

4.8.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Galicia Media, S.L.

Postal address: Laverde Ruiz, nº 6, bajo

Town: Santiago de Compostela

Postal code: 15702

Country: Spain

E-mail: administracion@galiciamedia.com

Telephone: +34 981570689

Fax: +34 981560867

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 40 000 EUR

Total value of the procurement:

Value: 39 999,75 EUR

excluding VAT

V.5. Information about subcontracting

Contract No: Servicio consistente en el desarrollo de una campaña de lucha contra el furtivismo de los productos del mar de Galicia (3 lotes) (exp. 26/2015)

Lot No: 3

- Lot title: Plan de medios

V.1. Date of conclusion of the contract

4.8.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Canle de Comunicación, S.L.

Postal address: Nicomedes Pastor Diaz, nº 24, 1º C

Town: A Coruña

Postal code: A Coruña

Country: Spain

E-mail: administracion@canledecomunicacion.com

Telephone: +34 981174230

Fax: +34 981289430

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 60 000 EUR

excluding VAT

Total value of the procurement:

Value: 585 365,85 EUR

excluding VAT

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Europeo de Pesca en un 75 %. Eje/Medida. Desarrollo de nuevos mercados y campañas de promoción.

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: av. General Perón, 38

Town: Madrid

Postal code: 28080

Country: Spain

Telephone: +34 913491446

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

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

25.9.2015