

364257-2026 - Result

Spain – Advertising management services – Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

OJ S 101/2026 28/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gobierno Vasco - Salud

Email: m-kortaramon@euskadi.eus

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

Description: Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

Procedure identifier: 49f49604-110c-4060-b17e-25fd95f172af

Internal identifier: 91/2026-S

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 727 272,72 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

Description: Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

Internal identifier: 1314859

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Opción a dos posibles prórrogas, la primera, del 1 de enero de 2028 hasta el 31 de diciembre de 2028 y la segunda, del 1 de enero de 2029 hasta el 31 de diciembre de 2029.

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Funcionamiento/metodología de trabajo

Category of award weight criterion: Weight (points, exact)

Award criterion number: 21

Criterion:

Type: Cost

Description: Propuesta de planificación de una campaña publicitaria

Category of award weight criterion: Weight (points, exact)

Award criterion number: 19

Criterion:

Type: Cost

Description: Oferta económica

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Cost

Description: Protocolo para el empleo de lenguaje inclusivo e igualitario

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Órgano Administrativo de Recursos Contractuales

Organisation providing additional information about the procurement procedure: Gobierno Vasco - Salud

Organisation providing more information on the review procedures: Organo Administrativo de Recursos Contractuales

6. Results

Value of all contracts awarded in this notice: 1 454 545,44 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: GESTIÓN DE MEDIOS, S.A.

Tender:

Tender identifier: 2300158

Identifier of lot or group of lots: LOT-0001

Value of the tender: 363 636,36 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 91/2026-S1235_00001

Title: Planificación y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y on-line, para desarrollar campañas de comunicación.

Date of the conclusion of the contract: 25/05/2026

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: PUBLICIDAD HEDATU, S.L.U.

Tender:

Tender identifier: 2185483

Identifier of lot or group of lots: LOT-0001

Value of the tender: 363 636,36 EUR

Subcontracting: No

Non-winning tenderers

:

Official name: AVANTE ZONA NORTE, S.L.

Tender:

Tender identifier: 2187976

Identifier of lot or group of lots: LOT-0001

Value of the tender: 363 636,36 EUR

Subcontracting: No

Non-winning tenderers

:

Official name: ZOSMAMEDIA S.L.

Tender:

Tender identifier: 2185347

Identifier of lot or group of lots: LOT-0001

Value of the tender: 363 636,36 EUR

Subcontracting: No

Non-winning tenderers

:

Official name: MEDIASAL 2000, S.L.

Tender:

Tender identifier: 2185595

Identifier of lot or group of lots: LOT-0001

Value of the tender: 0,00 EUR

Subcontracting: No

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 113662.0

Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Email: oarc@euskadi.eus

Telephone: +34 945019595

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Gobierno Vasco - Salud

Registration number: S4833001C

Postal address: Dirección de Gabinete y Comunicación

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Contact point: Itziar Villamandos Ipiñazar
Email: m-kortaramon@euskadi.eus
Telephone: +34 945019213
Internet address: <https://www.contratacion.euskadi.eus>
Buyer profile: <https://www.contratacion.euskadi.eus/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Organo Administrativo de Recursos Contractuales

Registration number: 113668.0

Postal address: Donostia-San Sebastián, 1

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Email: oarc@euskadi.eus

Telephone: +34 945019177

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0005

Official name: GESTIÓN DE MEDIOS, S.A.

Size of the economic operator: Micro, small, or medium

Registration number: A20305736

Postal address: Plaza Pinares, 1 - 4º

Town: Donostia / San Sebastián

Postcode: 20001

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

Email: matias.jimenez@gestiondemedios.es

Telephone: +34 943430000

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: PUBLICIDAD HEDATU, S.L.U.

Size of the economic operator: Small

Registration number: B20075024

Postal address: Alameda del Boulevard, 7 - 1º B

Town: Donostia / San Sebastián

Postcode: 20003

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

Email: virginia@propaga.net

Telephone: +34 607531949

Roles of this organisation:

Tenderer

8.1. ORG-0007

Official name: AVANTE ZONA NORTE, S.L.
Size of the economic operator: Micro, small, or medium
Registration number: B95981643
Postal address: Calle Sabino Arana, 20 4ºB.
Town: Sevilla
Postcode: 48013
Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain
Email: jesus.suso@avantemedios.com
Telephone: 656911846

Roles of this organisation:

Tenderer

8.1. ORG-0008

Official name: ZOSMAMEDIA S.L.
Size of the economic operator: Micro, small, or medium
Registration number: B20714465
Postal address: Iparragirre, 38 - 1º
Town: Bilbao
Postcode: 48011
Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain
Email: info@zosmamedia.net
Telephone: +34 944703834

Roles of this organisation:

Tenderer

8.1. ORG-0009

Official name: MEDIASAL 2000, S.L.
Size of the economic operator: Large
Registration number: B48944268
Postal address: Alda. de Urquijo 4
Town: Bilbao
Postcode: 48008
Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain
Email: begona.montero@mediasal.es
Telephone: +34 944598600

Roles of this organisation:

Tenderer

Notice information

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