

Spain-Madrid: Advertising management services

OJ S 116/2023 19/06/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de Racionalización y Centralización de la Contratación-Junta de Contratación Centralizada

National registration number: S2801213F

Postal address: Alcalá, 9

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Dirección General de Racionalización y Centralización de la Contratación-Junta de Contratación Centralizada

E-mail: secretaria.contratacioncentralizada@hacienda.gob.es

Telephone: +34 915958100

Fax: +34 915958850

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=IXa3tQsTNgEQK2TEfXGy%2BA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sWnlsFjfPO4uf4aBO%2BvQIQ%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=IXa3tQsTNgEQK2TEfXGy%2BA%3D%3D>

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=IXa3tQsTNgEQK2TEfXGy%2BA%3D%3D>

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I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Acuerdo Marco para la prestación de los servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la difusión de las campañas de publicidad institucional (AM 50/2023)

Reference number: 2023/01

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Acuerdo Marco para la prestación de los servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la difusión de las campañas de publicidad institucional (AM 50/2023)

II.1.5. Estimated total value

Value excluding VAT: 440 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

Lot No: 1

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Lote 1 Cine / Weighting: 2

Cost criterion - Name: Lote 1 Medios digitales / Weighting: 24.2

Cost criterion - Name: Lote 1 Medios gráficos / Weighting: 6.6

Cost criterion - Name: Lote 1 Publicidad exterior / Weighting: 9.6

Cost criterion - Name: Lote 1 Radio / Weighting: 17.6

Cost criterion - Name: Lote 1 TV / Weighting: 40

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El acuerdo marco podrá ser prorrogado una o varias veces antes de la finalización del mismo, hasta un máximo de dos años.

II.2.10. Information about variants

Variants will be accepted: no

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

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

Lot No: 2

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Lote 2 Cine / Weighting: 1

Cost criterion - Name: Lote 2 Medios digitales / Weighting: 82.8

Cost criterion - Name: Lote 2 Medios gráficos / Weighting: 2.7

Cost criterion - Name: Lote 2 Publicidad exterior / Weighting: 6.2

Cost criterion - Name: Lote 2 Radio / Weighting: 7.3

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El acuerdo marco podrá ser prorrogado una o varias veces antes de la finalización del mismo, hasta un máximo de dos años.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: la empresa adjudicataria de cada contrato basado deberá emplear con motivo de la ejecución del mismo un porcentaje de trabajadoras que sea igual o superior al 25%, siempre que la disponibilidad del mercado laboral del sector de empresas de publicidad lo permita

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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: [2023/S 035-100151](#)

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/07/2023 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 20/07/2023 Local time: 12:00

Place:

Ministerio de Hacienda y Función Pública

Datos de Dirección:

Calle: C/ Alcalá, 9

CP: 28014

Población: Madrid

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

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 del General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.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 del General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

VI.5. Date of dispatch of this notice

14/06/2023