

Spain-Arroyomolinos: Advertising management services
OJ S 202/2016 19/10/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ayuntamiento de Arroyomolinos

National registration number: P2801500F

Postal address: Plaza Mayor, nº 1

Town: Arroyomolinos, Madrid

NUTS code: ES30 Comunidad de Madrid

Postal code: E-28939

Country: Spain

Contact person: Marisa Garrido

E-mail: contratacion1@ayto-arroyomolinos.org

Telephone: +34 916899200

Fax: +34 916095317

Internet address(es):

Main address: www.ayto-arroyomolinos.org

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios audiovisuales y gestión de medios.

Reference number: 25/16

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de inserción de publicidad en diversos medios y soportes (prensa, radio, Internet y otras publicaciones) de las campañas de publicidad para las acciones de difusión de las diferentes actuaciones del Ayuntamiento.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 264 462,80 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES30 Comunidad de Madrid

II.2.4. Description of the procurement

La finalidad de contratación propuesta consiste en la gestión del presupuesto publicitario en los micro-medios, gestión de las campañas anuales. Servicios de asesoría en creatividad, diseño de la imagen corporativa y realización y edición audiovisual.

II.2.5. Award criteria

Cost criterion - Name: Criterios en porcentajes de comisión sobre el importe neto: 49 586,78 / Weighting: 50 puntos

Cost criterion - Name: Criterios valorables en precio: 16 528,92 / Weighting: 50 puntos

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 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

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: [2016/S 106-188492](#)

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

Contract No: 25/16

Title:

Servicios audiovisuales y gestión de medios

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

10/10/2016

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Media Sapiens Spain, S.L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 264 462,80 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal de Contratación Pública de la Comunidad de Madrid

Postal address: c/ carrera de San Jerónimo, nº 13, 1ª planta

Town: Madrid

Postal code: 28014

Country: Spain

E-mail: tribunal.contratacion@madrid.org

Telephone: +34 917206346

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Departamento Jurídico de Contratación

Postal address: Plaza Mayor, nº 1, 2ª planta

Town: Arroyomolinos

Postal code: 28939

Country: Spain

E-mail: contratacion1@ayto-arroyomolinos.org

Telephone: +34 916899200

Fax: +34 916095340

Internet address: <http://www.ayto-arroyomolinos.org>

VI.5. Date of dispatch of this notice

17/10/2016

