

**Spain-Valencia: Advertising and marketing services**

OJ S 178/2017 16/09/2017

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Ciudad de las Artes y de las Ciencias, S.A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero (Historiador de la Medicina), nº 7

Town: Valencia

Postal code: 46013

Country: Spain

For the attention of: Amparo Porras

E-mail: [aporras@cac.es](mailto:aporras@cac.es)

Telephone: +34 961974400

Fax: +34 961974471

**Internet address(es):**General address of the contracting authority: <http://www.cac.es>Address of the buyer profile: <https://contrataciondelestado.es>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: otros poderes adjudicadores

**I.3. Main activity**

Recreation, culture and religion

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

---

**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Campaña de publicidad 2018 de Ciutat de les Arts i les Ciències.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code ES523 Valencia/València

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

Campaña de publicidad 2018 de Ciutat de les Arts i les Ciències de Valencia.

#### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

1 año.

Estimated value excluding VAT: 642 000 EUR

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Information about lots

Lot No: 1

Lot title: Campaña de Publicidad Ciutat de les Arts i les Ciències

#### **1) Short description**

Campaña genérica Ciutat de les Arts i les Ciències.

#### **2) CPV code(s)**

79340000 Advertising and marketing services

#### **3) Quantity or scope**

Estimated value excluding VAT: 200 000 EUR

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

Lot No: 2

Lot title: Campaña de Publicidad de Contenidos

#### **1) Short description**

Campaña de Publicidad de Contenidos de Ciutat de les Arts i les Ciències.

#### **2) CPV code(s)**

79340000 Advertising and marketing services

#### **3) Quantity or scope**

Estimated value excluding VAT: 275 000 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 3

Lot title: Campaña de publicidad de espacios alquilables

**1) Short description**

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències.

**2) CPV code(s)**

79340000 Advertising and marketing services

**3) Quantity or scope**

Estimated value excluding VAT: 17 000 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 4

Lot title: Campaña de Publicidad con motivo del XX Aniversario del Hemisfèric

**1) Short description**

Campaña de Publicidad con motivo del XX Aniversario del Hemisfèric.

**2) CPV code(s)**

79340000 Advertising and marketing services

**3) Quantity or scope**

Estimated value excluding VAT: 150 000 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**Section III: Legal, economic, financial and technical information**

---

**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

**III.2.2. Economic and financial ability**

### **III.2.3. Technical and professional ability**

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

---

### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

### **IV.3. Administrative information**

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

PA 31/17

#### **IV.3.2. Previous publication concerning this procedure**

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

24.10.2017 - 14:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

### **VI.2. Information about European Union funds**

**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 General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

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

14.9.2017