

366270-2026 - Competition

Italy – Advertising management services – PROCEDURA DI GARA APERTA AI SENSI DELL'ART. 71 DEL D. LGS. N. 36/2023 E S.M.I., PER LA CONCLUSIONE DI UN ACCORDO QUADRO PER L'AFFIDAMENTO DEI SERVIZI DI PIANIFICAZIONE, GESTIONE, ACQUISTO E MONITORAGGIO DI SPAZI PUBBLICITARI E INIZIATIVE DI COMUNICAZIONE

OJ S 101/2026 28/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Cassa Depositi e Prestiti S.p.A.

Email: cdpspa@pec.cdp.it

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: PROCEDURA DI GARA APERTA AI SENSI DELL'ART. 71 DEL D. LGS. N. 36/2023 E S. M.I., PER LA CONCLUSIONE DI UN ACCORDO QUADRO PER L'AFFIDAMENTO DEI SERVIZI DI PIANIFICAZIONE, GESTIONE, ACQUISTO E MONITORAGGIO DI SPAZI PUBBLICITARI E INIZIATIVE DI COMUNICAZIONE

Description: PROCEDURA DI GARA APERTA AI SENSI DELL'ART. 71 DEL D. LGS. N. 36 /2023 E S.M.I., PER LA CONCLUSIONE DI UN ACCORDO QUADRO PER L'AFFIDAMENTO DEI SERVIZI DI PIANIFICAZIONE, GESTIONE, ACQUISTO E MONITORAGGIO DI SPAZI PUBBLICITARI E INIZIATIVE DI COMUNICAZIONE

Procedure identifier: 4e38e152-ac08-401c-97fa-7b3ef9f49435

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.3. Value

Estimated value excluding VAT: 2 900 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

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5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Town: Roma

Postcode: 00185

Country subdivision (NUTS): Roma (IT143)

Country: Italy

5.1.3. Estimated duration

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 2 900 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: offerta economicamente più vantaggiosa

5.1.11. Procurement documents

Address of the procurement documents: <https://portaleacquisti.cdp.it>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://portaleacquisti.cdp.it>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 02/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: yes

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: TAR Lazio Roma

Information about review deadlines: 30

Organisation providing more information on the review procedures: Cassa Depositi e Prestiti S.p.A.

8. Organisations

8.1. ORG-0001

Official name: Cassa Depositi e Prestiti S.p.A.

Registration number: 80199230584

Town: Roma

Postcode: 00185

Country subdivision (NUTS): Roma (ITI43)

Country: Italy

Email: cdpspa@pec.cdp.it

Telephone: 0642211

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: TAR Lazio Roma

Registration number: 80195990587

Town: Roma

Postcode: 00196r

Country subdivision (NUTS): Roma (ITI43)

Country: Italy

Email: rm_pat_deposito@pec.ga-cert.it

Telephone: 06321

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: ae4b0d65-8b23-458c-a3c0-c1d315928a5a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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