

366505-2026 - Competition

Germany – Advertising and marketing services – Werbeagentur

OJ S 101/2026 28/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Bezirkskliniken Mittelfranken

Email: Zentrale.Vergabestelle@bezirkskliniken-mfr.de

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Werbeagentur

Description: Werbeagentur zur Veröffentlichung von Stellenanzeigen auf diversen Online-Plattformen und weitere Dienstleistungen

Procedure identifier: 23fe0822-1e98-48b7-b6a9-04b293909b60

Internal identifier: ZVS.2026-052

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Postal address: Feuchtwanger Straße 38

Town: Ansbach

Postcode: 91522

Country subdivision (NUTS): Ansbach, Kreisfreie Stadt (DE251)

Country: Germany

2.1.4. General information

Legal basis:

Directive 2014/24/EU

vgv -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice, Procurement Document

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law:

Corruption:

Participation in a criminal organisation:

Agreements with other economic operators aimed at distorting competition:

Breaching of obligations in the fields of environmental law:

Money laundering or terrorist financing:
Fraud:
Child labour and including other forms of trafficking in human beings:
Insolvency:
Breaching of obligations in the fields of labour law:
Assets being administered by liquidator:
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure:
Conflict of interest due to its participation in the procurement procedure:
Direct or indirect involvement in the preparation of this procurement procedure:
Grave professional misconduct:
Early termination, damages, or other comparable sanctions:
Breaching of obligations in the fields of social law:
Breaching obligation relating to payment of social security contributions:
Business activities are suspended:
Breaching obligation relating to payment of taxes:
Terrorist offences or offences linked to terrorist activities:

5. Lot

5.1. Lot: LOT-0000

Title: Werbeagentur

Description: Werbeagentur für Stellenanzeigen

Internal identifier: LOT-0000

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

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

Additional information: #Besonders auch geeignet für:other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preis

Description: Einziges Zuschlagskriterium ist der Preis Das Angebot mit dem günstigsten Nettogesamtpreises

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

Award criterion number: 100

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: https://www.tender24.de/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19c51bb3dce-2c71967b0785abfd

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.tender24.de>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

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

Duration during which the tender must remain valid: 2 Months

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Sofern diese die Wertung nicht beeinflussen

Information about public opening:

Opening date: 07/07/2026 12:01:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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: Regierung von Mittelfranken, Vergabekammer Nordbayern

Information about review deadlines: Rügefrist: Verstöße müssen innerhalb von 10

Kalendertagen nach Erkennen gerügt werden. Ausschlussfristen: Bei aus der Bekanntmachung oder den Unterlagen erkennbaren Verstößen ist die Rüge bis zum Ablauf der Angebots-/Bewerbungsfrist einzureichen. Nachprüfungsantrag: Ein Antrag ist unzulässig, wenn mehr als 15 Kalendertage nach Nichtabhilfe der Rüge durch den Auftraggeber verstrichen sind.

Organisation providing additional information about the procurement procedure:

Bezirkshäuser Mittelfranken

8. Organisations

8.1. ORG-7001

Official name: Bezirkskliniken Mittelfranken
Registration number: 09561000-BM20311400240-80
Postal address: Feuchtwanger Straße 38
Town: Ansbach
Postcode: 91522
Country subdivision (NUTS): Ansbach, Kreisfreie Stadt (DE251)
Country: Germany
Contact point: Zentrale Vergabestelle
Email: Zentrale.Vergabestelle@bezirkskliniken-mfr.de
Telephone: 098146533094
Internet address: <https://www.bezirkskliniken-mfr.de>
Buyer profile: <https://www.bezirkskliniken-mfr.de>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-7004

Official name: Regierung von Mittelfranken, Vergabekammer Nordbayern
Registration number: 09-0358002-61
Postal address: Promenade 27 (Schloss)
Town: Ansbach
Postcode: 91522
Country subdivision (NUTS): Ansbach, Kreisfreie Stadt (DE251)
Country: Germany
Email: vergabekammer.nordbayern@reg-mfr.bayern.de

Roles of this organisation:

Review organisation

8.1. ORG-7005

Official name: Regierung von Mittelfranken, Vergabekammer Nordbayern
Registration number: 090358002-61
Postal address: Promenade 27 (Schloss)
Town: Ansbach
Postcode: 91522
Country subdivision (NUTS): Ansbach, Kreisfreie Stadt (DE251)
Country: Germany
Email: vergabekammer.nordbayern@reg-mfr.bayern.de
Telephone: +49 981531277
Fax: +49 981531837
Internet address: <https://www.regierung.mittelfranken.bayern.de>

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-7006

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

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