

Spain-Burjassot: Advertising management services

OJ S 138/2021 20/07/2021

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direcció General de la Societat Anònima de Mitjans de Comunicació de la Comunitat Valenciana

National registration number: A98907975

Postal address: Polígono Acceso Ademúz, s/n

Town: Burjassot

NUTS code: ES523 Valencia/València

Postal code: 46100

Country: Spain

Contact person: Direcció General de la Societat Anònima de Mitjans de Comunicació de la Comunitat Valenciana

E-mail: administracio@cvmc.es

Internet address(es):

Main address: <https://www.cvmc.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=geLcc6IM3GoQK2TEfXGy%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=Vi6dJBfExrB7h85%2Fpmmsfw%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=geLcc6IM3GoQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras entidades del sector público

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicios de comercialización de la publicidad en el mercado de ámbito local y regional, y la planificación y tráfico publicitario, para la Societat Anònima de Mitjans de Comunicació
Reference number: CNMY21/SAMC/17

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de comercialización de la publicidad en el mercado de ámbito local y regional, y la planificación y tráfico publicitario, para la Societat Anònima de Mitjans de Comunicació.

II.1.5. Estimated total value

Value excluding VAT: 823 544,50 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicios de comercialización de la publicidad en el mercado de ámbito local y regional, y la planificación y tráfico publicitario, para la Societat Anònima de Mitjans de Comunicació.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Oferta de coordinación y control de la acción comercial, equipo comercial, experiencia, planteamiento para abordar los diferentes mercados, red de ventas /
Weighting: 25

Quality criterion - Name: Oferta de servicios técnicos de gestión y tráfico comercial.
Planteamiento. Equipo. Experiencia / Weighting: 15

Quality criterion - Name: Plan comercial y de promoción anual, para el periodo 2021/2022 /
Weighting: 9

Cost criterion - Name: Porcentaje de comisión / Weighting: 36.6

Cost criterion - Name: Importe de los servicios técnicos por la gestión y tráfico publicitario /
Weighting: 14.4

II.2.6. Estimated value

Value excluding VAT: 823 544,50 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Prorrogable por otros dos periodos de doce meses más, hasta completar un máximo de tres años (1 + 1 + 1 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.

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.

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

Date: 19/08/2021 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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 30/08/2021 Local time: 12:00

Place:

Corporació Valenciana de Mitjans de Comunicació.

Datos de dirección:

— calle: polígon Acceso Ademús, s/n,

- código postal: 46100,
- población: Burjassot,
- país: ESPAÑA.

Information about authorised persons and opening procedure: Descripción: en caso de que las empresas licitadoras deseen asistir de forma telemática al acto de apertura deberán enviar un email a licitacions@cvmc.es indicando los datos de la empresa, representante y número de expediente.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TARC

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Directorio.aspx>

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 General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

15/07/2021