

Spain-Palma de Mallorca: Advertising and marketing services

OJ S 205/2016 22/10/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia de Turismo de les Illes Balears (ATB)

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

Contact person: Área Jurídica de la ATB, Agencia de Turismo de las Islas Baleares (ATB)

E-mail: ibalfagon@atb.caib.es, lbuades@atb.caib.es, ppons@atb.caib.es**Internet address(es):**General address of the contracting authority: www.plataformadecontractacio.caib.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**

Body governed by public law

I.3. Main activity

Other: turismo

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**

Servicios relativos a publicidad, marketing y promoción de la Agencia de Turismo de las Islas Baleares durante el año 2017.

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

Services

Service category No 13: Advertising services

NUTS code

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

Servicios relativos a la publicidad, marketing y promoción de la ATB que consisten en el diseño, la impresión y la publicidad en cualquier soporte o formato: prensa, revistas, publicidad exterior, cuñas de radio, spots de televisión y producciones audiovisuales y promocionales, incluyendo en todo caso la mediación con los correspondientes medios de comunicación para la contratación y difusión de las actividades de promoción promovidas por la ATB.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Valor estimado incluidas prórrogas 1 680 000 EUR.

Estimated value excluding VAT: 700 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

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

Duration in months: 12 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

3 % en concepto de garantía provisional.

5 % en concepto de garantía definitiva.

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

List and brief description of conditions: Clasificación del contratista.

Grupo T, subgrupo 1, categoría 4.

III.2.2. Economic and financial ability

List and brief description of conditions: Ver pliegos.

III.2.3. Technical and professional ability

List and brief description of conditions:

Ver pliegos.

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

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 Criteria below

1. Oferta económica. Weighting 45
2. Oferta técnica evaluable con fórmula. Weighting 15
3. Oferta técnica no evaluable con fórmula. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

013/2017

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

5.12.2016 - 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

Spanish.

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

IV.3.8. Conditions for opening of tenders

Place:

c/ Rita Levi, s/n, Parc Bit, Palma de Mallorca, Balears.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Representantes de los licitadores.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: BIANUAL.

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

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

19.10.2016