

## 372667-2026 - Competition

**Spain – Advertising campaign services – PLANIFICACIÓN DE MEDIOS Y COMPRA DE ESPACIOS PUBLICITARIOS EN PRENSA, RADIO, TELEVISIÓN, REDES SOCIALES Y PLATAFORMAS DIGITALES, ASÍ COMO EJECUCIÓN Y SEGUIMIENTO DE LOS PLANES DE MEDIOS PARA UNA CAMPAÑA PARA PROMOCIONAR LOS PRODUCTOS PESQUEROS Y ACUÍCOLAS SOSTENIBLES EN EL ÁMBITO DE LA COMUNIDAD AUTÓNOMA ANDALUZA**

OJ S 103/2026 01/06/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Agencia de Gestión Agraria y Pesquera de Andalucía

Email: [contratacion.agapa@juntadeandalucia.es](mailto:contratacion.agapa@juntadeandalucia.es)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: PLANIFICACIÓN DE MEDIOS Y COMPRA DE ESPACIOS PUBLICITARIOS EN PRENSA, RADIO, TELEVISIÓN, REDES SOCIALES Y PLATAFORMAS DIGITALES, ASÍ COMO EJECUCIÓN Y SEGUIMIENTO DE LOS PLANES DE MEDIOS PARA UNA CAMPAÑA PARA PROMOCIONAR LOS PRODUCTOS PESQUEROS Y ACUÍCOLAS SOSTENIBLES EN EL ÁMBITO DE LA COMUNIDAD AUTÓNOMA ANDALUZA

Description: Prestación de servicios para la planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, redes sociales y plataformas digitales, así como la ejecución y seguimiento de los planes de medios para una campaña para promocionar los productos pesqueros y acuícolas sostenibles en el ámbito de la Comunidad Autónoma Andaluza.

Procedure identifier: f9ff9ef6-99a9-4be0-88c8-70ea602e5345

Previous notice: 138220-2026

Internal identifier: CONTR 2026 45819

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 413 223,14 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

**2.1.5. Terms of procurement****Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 2

**Terms of contract:**

Maximum number of lots for which contracts can be awarded to one tenderer: 2

**2.1.6. Grounds for exclusion**

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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**5.1. Lot: LOT-0001**

Title: LOTE 1: Radio, prensa y televisión

Description: Radio, prensa y televisión

Internal identifier: LOT-0001

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

**5.1.2. Place of performance**

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

**5.1.3. Estimated duration**

Start date: 14/09/2026

Duration end date: 30/12/2026

**5.1.5. Value**

Estimated value excluding VAT: 371 900,83 EUR

**5.1.6. General information****Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

**Information about European Union funds:**

EU funds programme: European Maritime, Fisheries and Aquaculture Fund (EMFAF) (2021 /2027)

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

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

**Information about previous notices:**

Identifier of the previous notice: 138220-2026

**5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

**5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: Spanish

Languages in which the procurement documents (or their parts) are unofficially available: Spanish

Deadline for requesting additional information: 16/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.ceh.junta-andalucia.es/haciendayadministracionpublica/apl/pdc-front-publico/perfiles-licitaciones/licitaciones-publicadas?organismo=CAPADR&perfilContratante=APYM12>

#### **5.1.12. Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required

Address for submission: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 16/06/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

##### **Information about public opening:**

Opening date: 17/06/2026 10:00:00 (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: 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: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Information about review deadlines: 15 DÍAS HÁBILES

Organisation providing additional information about the procurement procedure: Agencia de Gestión Agraria y Pesquera de Andalucía

Organisation providing more information on the review procedures: Agencia de Gestión Agraria y Pesquera de Andalucía

#### **5.1. Lot: LOT-0002**

Title: LOTE 2: Redes sociales y plataformas digitales

Description: Redes sociales y plataformas digitales

Internal identifier: LOT-0002

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

#### **5.1.2. Place of performance**

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

#### **5.1.3. Estimated duration**

Start date: 14/09/2026

Duration end date: 30/12/2026

#### **5.1.5. Value**

Estimated value excluding VAT: 41 322,08 EUR

#### **5.1.6. General information**

##### **Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

##### **Information about European Union funds:**

EU funds programme: European Maritime, Fisheries and Aquaculture Fund (EMFAF) (2021 /2027)

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

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

##### **Information about previous notices:**

Identifier of the previous notice: 138220-2026

#### **5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

#### **5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: Spanish

Languages in which the procurement documents (or their parts) are unofficially available: Spanish

Deadline for requesting additional information: 16/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.ceh.junta-andalucia.es/haciendayadministracionpublica/apl/pdc-front-publico/perfiles-licitaciones/licitaciones-publicadas?organismo=CAPADR&perfilContratante=APYM12>

#### **5.1.12. Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required

Address for submission: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 16/06/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

##### **Information about public opening:**

Opening date: 17/06/2026 10:00:00 (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: 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: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Information about review deadlines: 15 DÍAS HÁBILES

Organisation providing additional information about the procurement procedure: Agencia de Gestión Agraria y Pesquera de Andalucía

Organisation providing more information on the review procedures: Agencia de Gestión Agraria y Pesquera de Andalucía

## 8. Organisations

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**8.1. ORG-0001**

Official name: Agencia de Gestión Agraria y Pesquera de Andalucía

Registration number: Q4100797B

Postal address: C/ Bergantín 39

Town: Sevilla

Postcode: 41012

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Contact point: Agencia de Gestión Agraria y Pesquera de Andalucía

Email: [contratacion.agapa@juntadeandalucia.es](mailto:contratacion.agapa@juntadeandalucia.es)

Telephone: +34954712493

Internet address: <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

Information exchange endpoint (URL): <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

Buyer profile: <https://www.juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/APYM12.html>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

**8.1. ORG-0002**

Official name: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES

Registration number: S4111001F

Postal address: C/ BARCELONA 4-6

Town: Sevilla

Postcode: 41001

Country subdivision (NUTS): Sevilla (ES618)  
Country: Spain  
Email: [tarcja@juntadeandalucia.es](mailto:tarcja@juntadeandalucia.es)  
Telephone: 671 53 08 56  
Fax: 955 51 50 41  
Internet address: <https://juntadeandalucia.es/organismos/tarc.html>

**Roles of this organisation:**

Review organisation

**8.1. ORG-0000**

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [ted@publications.europa.eu](mailto:ted@publications.europa.eu)

Telephone: +352 29291

Internet address: <https://op.europa.eu>

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 26ad08b2-ea4d-41bf-bb56-cc0878e601c1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/05/2026 11:08:33 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Spanish

Notice publication number: 372667-2026

OJ S issue number: 103/2026

Publication date: 01/06/2026