

385852-2026 - Competition

Spain – Graphic design services – Servicio de diseño gráfico y multimedia de publicidad

OJ S 107/2026 05/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Boadilla del Monte

Email: contratacion@aytoboadilla.com

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de diseño gráfico y multimedia de publicidad

Description: Servicio de diseño gráfico y multimedia de publicidad

Procedure identifier: aa44f22e-1ce0-4c98-8b8a-b10622da9e49

Internal identifier: EC/12/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 388 960,00 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: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: De conformidad con lo dispuesto en la Ley 9/2017 de contratos del sector público.

5. Lot

5.1. Lot: LOT-0001

Title: Diseño y maquetación editorial de publicaciones periódicas (Revista municipal y revista "Protagonistas") impresas y digitales, su corrección ortotipográfica y adaptaciones para web

Description: Diseño y maquetación editorial de publicaciones periódicas (Revista municipal y revista "Protagonistas") impresas y digitales, su corrección ortotipográfica y adaptaciones para web

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Options:

Description of the options: El acuerdo de prórroga o no prórroga, se adoptará por el órgano competente, previa conformidad de la Concejalía correspondiente, bajo cuya dirección se desarrolla el objeto del contrato.

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Apartados 22, 54 y 86 del Anexo I del Pliego de Cláusulas Administrativas Particulares

5.1.5. Value

Estimated value excluding VAT: 43 400,00 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

Criterion: Technicians or technical bodies to carry out the work

Description of selection criterion: Técnicos o unidades técnicas

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Proposición económica. . Propuesta de diseño de la revista municipal y de la revista Protagonistas.

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

Award criterion number: 51

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8lFDyOUi78BmzhOQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8lFDyOUi78BmzhOQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Years

Information about public opening:

Opening date: 04/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sede administrativa

Terms of contract:

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

Conditions relating to the performance of the contract: Apartados 36, 68 y 99 del Anexo I del Pliegos de Cláusulas Administrativas Particulares.

Electronic invoicing: Allowed

Electronic ordering will be used: yes

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: Junta de Gobierno del Ayuntamiento de Boadilla del Monte - Ayuntamiento Boadilla del Monte

Information about review deadlines: Ley Contratos SP

5.1. Lot: LOT-0002

Title: Conceptualización y producción de diferentes tipos de campañas publicitarias y corrección ortotipográfica de los trabajos realizados

Description: Conceptualización y producción de diferentes tipos de campañas publicitarias y corrección ortotipográfica de los trabajos realizados

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Options:

Description of the options: El acuerdo de prórroga o no prórroga, se adoptará por el órgano competente, previa conformidad de la Concejalía correspondiente, bajo cuya dirección se desarrolla el objeto del contrato.

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Apartados 22, 54 y 86 del Anexo I del Pliego de Cláusulas Administrativas Particulares

5.1.5. Value

Estimated value excluding VAT: 298 160,00 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

Criterion: Technicians or technical bodies to carry out the work

Description of selection criterion: Técnicos o unidades técnicas

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Proposición económica. . Memoria y propuesta diseño campañas .

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

Award criterion number: 51

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8IFDyOUi78BmzhOQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8IFDyOUi78BmzhOQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Years

Information about public opening:

Opening date: 04/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sede administrativa

Terms of contract:

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

Conditions relating to the performance of the contract: Apartados 36, 68 y 99 del Anexo I del Pliegos de Cláusulas Administrativas Particulares.

Electronic invoicing: Allowed

Electronic ordering will be used: yes

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: Junta de Gobierno del Ayuntamiento de Boadilla del Monte - Ayuntamiento Boadilla del Monte

Information about review deadlines: Ley Contratos SP

5.1. Lot: LOT-0003

Title: Diseño de papelería institucional, formularios oficiales, cartas de servicio y corrección ortotipográfica de trabajos realizados

Description: Diseño de papelería institucional, formularios oficiales, cartas de servicio y corrección ortotipográfica de trabajos realizados

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Options:

Description of the options: El acuerdo de prórroga o no prórroga, se adoptará por el órgano competente, previa conformidad de la Concejalía correspondiente, bajo cuya dirección se desarrolla el objeto del contrato.

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Apartados 22, 54 y 86 del Anexo I del Pliego de Cláusulas Administrativas Particulares

5.1.5. Value

Estimated value excluding VAT: 47 400,00 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

Criterion: Technicians or technical bodies to carry out the work

Description of selection criterion: Técnicos o unidades técnicas

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Proposición económica. . Memoria y diseño papelería.

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

Award criterion number: 51

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8IFDyOUi78BmzhOQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sFrZ2K8IFDyOUi78BmzhOQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Years

Information about public opening:

Opening date: 04/09/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sede administrativa

Terms of contract:

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

Conditions relating to the performance of the contract: Apartados 36, 68 y 99 del Anexo I del Pliegos de Cláusulas Administrativas Particulares.

Electronic invoicing: Allowed

Electronic ordering will be used: yes

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: Junta de Gobierno del Ayuntamiento de Boadilla del Monte - Ayuntamiento Boadilla del Monte

Information about review deadlines: Ley Contratos SP

8. Organisations

8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de Boadilla del Monte

Registration number: 31018610145621

Registration number: P2802200B

Town: Boadilla del Monte

Postcode: 28660

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Boadilla del Monte

Email: contratacion@aytoboadilla.com

Telephone: 916349300

Fax: 916349348

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=8iAqU60aQZkQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Ayuntamiento Boadilla del Monte

Town: Boadilla del Monte

Postcode: 28660

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: contratacion@aytoboadilla.com

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: ecbfb1ad-a0da-444f-a941-d39a12894ee1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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