

Spain-Palma: Advertising management services

OJ S 137/2022 19/07/2022

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejo Ejecutivo del Consejo Insular de Mallorca

National registration number: S0711002F

Postal address: Palau Reial, 1

Town: Palma

NUTS code: ES53 Illes Balears

Postal code: 07001

Country: Spain

Contact person: Consejo Ejecutivo del Consejo Insular de Mallorca

E-mail: abenlloch@conselldemalloca.net**Internet address(es):**Main address: <http://www.conselldemalloca.net>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=U8iByxGrBfgQK2TEfXGy%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=r0fltg4KYP6mq21uxhbaVQ%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=U8iByxGrBfgQK2TEfXGy%2BA%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Servicio de inserción publicitaria del Consell de Mallorca

Reference number: 821515T

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de inserción publicitaria del Consell de Mallorca

II.1.5. Estimated total value

Value excluding VAT: 4 447 933,89 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description**II.2.1. Title**

Servicios de inserción publicitaria del Consell de Mallorca

Lot No: 1

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES53 Illes Balears

II.2.4. Description of the procurement

Servicios de inserción publicitaria del Consell de Mallorca

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Descuento adaptaciones / Weighting: 10

Cost criterion - Name: Descuento exteriores / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Otras publicaciones periódicas y revistas / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Prensa diaria incluida la digital / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.Radio / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.TV y cines / Weighting: 16

Cost criterion - Name: Descuento sobre el precio de distribución / Weighting: 2

Cost criterion - Name: Descuento sobre la redacción y producción de cuñas de radio / Weighting: 5

Cost criterion - Name: Descuento sobre los precios unitarios de impresiones / Weighting: 3

II.2.6. Estimated value

Value excluding VAT: 2 479 338,84 EUR

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

Duration in months: 36

This contract is subject to renewal: no

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

II.2. Description

II.2.1. Title

Servicios de inserción publicitaria del Institut Mallorquí d'Afers Socials (IMAS)
Lot No: 2

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES53 Illes Balears

II.2.4. Description of the procurement

Servicios de inserción publicitaria del Institut Mallorquí d'Afers Socials (IMAS)

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Descuento adaptaciones / Weighting: 10

Cost criterion - Name: Descuento exteriores / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Otras publicaciones periódicas y revistas / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Prensa diaria incluida la digital / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.Radio / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.TV y cines / Weighting: 16

Cost criterion - Name: Descuento sobre el precio de distribución / Weighting: 2

Cost criterion - Name: Descuento sobre la redacción y producción de cuñas de radio /
Weighting: 5

Cost criterion - Name: Descuento sobre los precios unitarios de impresiones / Weighting: 3

II.2.6. Estimated value

Value excluding VAT: 347 107,44 EUR

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

Duration in months: 36

This contract is subject to renewal: no

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

II.2. Description

II.2.1. Title

Servicios de inserción publicitaria del Consorci Serra de Tramuntana Patrimoni Mundial de la UNESCO (CST)

Lot No: 3

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES53 Illes Balears

II.2.4. Description of the procurement

Servicios de inserción publicitaria del Consorci Serra de Tramuntana Patrimoni Mundial de la UNESCO (CST)

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Descuento adaptaciones / Weighting: 10

Cost criterion - Name: Descuento exteriores / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Otras publicaciones periódicas y revistas / Weighting: 10

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación. Prensa diaria incluida la digital / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.Radio / Weighting: 22

Cost criterion - Name: Descuento precios oficiales de las inserciones publicitarias medios de comunicación.TV y cines / Weighting: 16

Cost criterion - Name: Descuento sobre el precio de distribución / Weighting: 2

Cost criterion - Name: Descuento sobre la redacción y producción de cuñas de radio / Weighting: 5

Cost criterion - Name: Descuento sobre los precios unitarios de impresiones / Weighting: 3

II.2.6. Estimated value

Value excluding VAT: 74 380,17 EUR

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

Duration in months: 36

This contract is subject to renewal: no

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 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: 16/08/2022 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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/08/2022 Local time: 10:00

Place:

Despacho Servicio de Contratación

Datos de Dirección:

Calle: Palau Reial, 1.

CP: 07001

Población: Palma

País: España

Information about authorised persons and opening procedure: Descripción: Reunión de la mesa a través de aplicación informática de video conferencia

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida del General Perón, 38 planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +034 913491319

Fax: +034 913491441

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

VI.5. Date of dispatch of this notice

14/07/2022