

**Spain-Huelva: Advertising and marketing services**

OJ S 140/2022 22/07/2022

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Presidencia de la Diputación Provincial de Huelva

National registration number: P2100000E

Postal address: Avda. Martín Alonso Pinzón, 9

Town: Huelva

NUTS code: ES615 Huelva

Postal code: 21003

Country: Spain

Contact person: Presidencia de la Diputación Provincial de Huelva

E-mail: [contratacion@diphuelva.org](mailto:contratacion@diphuelva.org)

Telephone: +34 959494600

**Internet address(es):**Main address: <https://contrataciondelestado.es/wps/portal/plataforma>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=wUljWmMMkrIQK2TEfXGy%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=xPjceVuj1Kcuf4aBO%2BvQIQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=xPjceVuj1Kcuf4aBO%2BvQIQ%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=wUljWmMMkrIQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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

Servicio para la ejecución del Plan de Comunicación de la Estrategia DUSI "VIVE LA RÍAS-RIAS DE HUELVA 2020".

Reference number: 21seA72

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio para la ejecución del Plan de Comunicación de la Estrategia DUSI "VIVE LA RÍAS-RIAS DE HUELVA 2020".

**II.1.5. Estimated total value**

Value excluding VAT: 322 170,48 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 5

Maximum number of lots that may be awarded to one tenderer: 5

**II.2. Description**

**II.2.1. Title**

Eventos en la calle para la ciudadanía

Lot No: 1

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES615 Huelva

**II.2.4. Description of the procurement**

Eventos en la calle para la ciudadanía

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Mejoras / Weighting: 10

Cost criterion - Name: PRECIO / Weighting: 90

**II.2.6. Estimated value**

Value excluding VAT: 138 528,35 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:

No hay prórroga

**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:  
yes

Identification of the project: EDUSI RIAS TINTO ODIEL 2020

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Merchandising

Lot No: 2

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

##### **II.2.3. Place of performance**

NUTS code: ES615 Huelva

##### **II.2.4. Description of the procurement**

Merchandising

##### **II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Mejoras / Weighting: 10

Cost criterion - Name: PRECIO / Weighting: 90

##### **II.2.6. Estimated value**

Value excluding VAT: 60 557,85 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:

No hay prórroga

##### **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:  
yes

Identification of the project: EDUSI RIAS TINTO ODIEL 2020

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Placas, carteles, folletos, lonas, vinilos y mupis.

Lot No: 3

##### **II.2.2.**

**Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES615 Huelva

**II.2.4. Description of the procurement**

Placas, carteles, folletos, lonas, vinilos y mupis.

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Mejoras / Weighting: 10

Cost criterion - Name: PRECIO / Weighting: 90

**II.2.6. Estimated value**

Value excluding VAT: 54 532,45 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:

No hay prórroga

**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:

yes

Identification of the project: EDUSI RIAS TINTO ODIEL 2020

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Videos y microvideos

Lot No: 4

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES615 Huelva

**II.2.4. Description of the procurement**

Videos y microvideos

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Mejoras / Weighting: 10

Cost criterion - Name: PRECIO / Weighting: 90

**II.2.6. Estimated value**

Value excluding VAT: 63 799,75 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:

No hay prórroga

**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:  
yes

Identification of the project: EDUSI RIAS TINTO ODIEL 2020

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Publicidad espàcios en redes sociales

Lot No: 5

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES615 Huelva

**II.2.4. Description of the procurement**

Publicidad espàcios en redes sociales

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Mejoras / Weighting: 10

Cost criterion - Name: PRECIO / Weighting: 90

**II.2.6. Estimated value**

Value excluding VAT: 4 752,02 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:

No hay prórroga

**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:  
yes

Identification of the project: EDUSI RIAS TINTO ODIEL 2020

### **II.2.14. Additional information**

## **Section III: Legal, economic, financial and technical information**

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### **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**

Selection criteria as stated in the procurement documents

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Trabajos realizados

## **Section IV: Procedure**

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### **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: 09/08/2022 Local time: 23:59

#### **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**

Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 10/08/2022 Local time: 23:59

Place:

servicio Contratación  
Datos de Dirección:  
Calle: Fernando el Católico  
CP: 21003  
Población: Huelva  
País: España

Information about authorised persons and opening procedure: Descripción:

## **Section VI: Complementary information**

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### **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: Registro General de Diputación de Huelva  
Postal address: Avda. Martín Alonso Pinzón, 9  
Town: Huelva  
Postal code: 21003  
Country: Spain

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal Administrativo de Recursos Contractuales de Diputación de Huelva  
Postal address: Avda. Martín Alonso Pinzón, 9  
Town: Huelva  
Postal code: 21003  
Country: Spain

### **VI.5. Date of dispatch of this notice**

18/07/2022