

403038-2026 - Competition

Spain – Advertising services – Acuerdo marco para la contratación de espacios en medios de comunicación para la inserción y difusión de publicidad institucional del Ayuntamiento de Los Realejos

OJ S 112/2026 12/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Alcaldía del Ayuntamiento de la Histórica Villa de los Realejos

Email: contratacion@losrealejos.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Acuerdo marco para la contratación de espacios en medios de comunicación para la inserción y difusión de publicidad institucional del Ayuntamiento de Los Realejos

Description: El objeto de la presente licitación es la celebración de un acuerdo marco con un máximo de TRES ADJUDICATARIOS, con el fin de contratar el ACUERDO MARCO PARA LA CONTRATACIÓN DE ESPACIOS EN MEDIOS DE COMUNICACIÓN PARA LA INSERCIÓN Y DIFUSIÓN DE PUBLICIDAD INSTITUCIONAL DEL AYUNTAMIENTO DE LOS REALEJOS

Procedure identifier: d0a36245-9f72-4249-94b8-d2180c94a77c

Internal identifier: 2026/3422

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): El Hierro (ES703)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Fuerteventura (ES704)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gran Canaria (ES705)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Gomera (ES706)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Palma (ES707)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 062 280,37 EUR

Maximum value of the framework agreement: 1 062 280,37 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Agreements with other economic operators aimed at distorting competition: Serán motivos de exclusión los indicados en el artículo 71 de la LCSP

5. Lot

5.1. Lot: LOT-0000

Title: Acuerdo marco para la contratación de espacios en medios de comunicación para la inserción y difusión de publicidad institucional del Ayuntamiento de Los Realejos

Description: El objeto de la presente licitación es la celebración de un acuerdo marco con un máximo de TRES ADJUDICATARIOS, con el fin de contratar el ACUERDO MARCO PARA LA CONTRATACIÓN DE ESPACIOS EN MEDIOS DE COMUNICACIÓN PARA LA INSERCIÓN Y DIFUSIÓN DE PUBLICIDAD INSTITUCIONAL DEL AYUNTAMIENTO DE LOS REALEJOS

Internal identifier: 2026/3422

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Main classification (cpv): 79341000 Advertising services

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Country subdivision (NUTS): El Hierro (ES703)

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Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: Environmental management measures

Description of selection criterion: Maquinaria, material y equipo técnico para la ejecución del contrato

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Plazos de entrega de campañas.

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

Award criterion number: 2

Criterion:

Type: Price

Description: Precio neto. Descuento sobre tarifas oficiales.

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

Award criterion number: 60

Criterion:

Type: Quality

Description: Experiencia en campañas relacionadas con instituciones .

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Mejoras.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de trabajo. Propuesta de campaña Ejercicio 1.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Plan de trabajo. Propuesta de campaña Ejercicio 2.

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

Award criterion number: 15

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=pCu%2FuDu0ycKGCFcHcNGIIQ%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=pCu%2FuDu0ycKGCFcHcNGIIQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/07/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 1 Year

Information about public opening:

Opening date: 17/07/2026 07:54:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Casa Consistorial

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Alcaldía del Ayuntamiento de la Histórica Villa de los Realejos - Ayuntamiento de Los Realejos

Information about review deadlines: De conformidad con el artículo 50 de la LCSP

8. Organisations

8.1. ORG-0001

Official name: Alcaldía del Ayuntamiento de la Histórica Villa de los Realejos

Registration number: 31155750159335

Registration number: P3803100A

Town: Los Realejos

Postcode: 38410

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Contact point: Alcaldía del Ayuntamiento de la Histórica Villa de los Realejos

Email: contratacion@losrealejos.es

Telephone: 922346234

Fax: 922341783

Internet address: <http://www.losrealejos.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=RunC7zqUhlRvYnTkQN0%2FZA%3D%3D>

Other contact points:

Official name: Ayuntamiento de Los Realejos

Town: Los Realejos

Postcode: 38410

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Email: contratacion@losrealejos.es

Telephone: +34 922346234

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 35b71054-6705-4b1e-b713-8a41860b4520 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 11/06/2026 09:56:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

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