

406298-2026 - Competition

Spain – Advertising and marketing services – Servicio de gestión del plan de medios de turismo de Vitoria-Gasteiz para la planificación, compra y seguimiento de espacios publicitarios

OJ S 113/2026 15/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ayuntamiento de Vitoria-Gasteiz - Ayuntamiento de Vitoria-Gasteiz

Email: amondragon@vitoria-gasteiz.org

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de gestión del plan de medios de turismo de Vitoria-Gasteiz para la planificación, compra y seguimiento de espacios publicitarios

Description: Servicio de gestión del plan de medios de turismo de Vitoria-Gasteiz para la planificación, compra y seguimiento de espacios publicitarios

Procedure identifier: f368776e-ff55-4b46-92b0-0408b7c0825d

Internal identifier: 2026/CO_ASER/0069

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 297 371,88 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Situación análoga a la quiebra con arreglo al Derecho nacional

Bankruptcy: Quiebra

Corruption: Corrupción

Arrangement with creditors: Convenio con los acreedores
Participation in a criminal organisation: Participación en una organización delictiva
Agreements with other economic operators aimed at distorting competition: Acuerdos con otros operadores económicos destinados a falsear la competencia
Breaching of obligations in the fields of environmental law: Incumplimiento de obligaciones en materia de Derecho medioambiental
Money laundering or terrorist financing: Blanqueo de capitales o financiación del terrorismo
Fraud: Fraude
Child labour and including other forms of trafficking in human beings: Trabajo infantil y otras formas de trata de seres humanos
Insolvency: Insolvencia
Breaching of obligations in the fields of labour law: Incumplimiento de obligaciones en materia de Derecho laboral
Assets being administered by liquidator: Activos que están siendo administrados por un liquidador
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Que haya incurrido en falsas declaraciones, le haya ocultado información, no esté en condiciones de facilitar los documentos necesarios y haya obtenido información confidencial sobre este procedimiento
Breaching of obligations set under purely national exclusion grounds: Incumplimiento de las obligaciones establecidas en los motivos de exclusión puramente nacionales
Conflict of interest due to its participation in the procurement procedure: Conflicto de intereses debido a su participación en el procedimiento de contratación
Direct or indirect involvement in the preparation of this procurement procedure: Participación, directa o indirecta, en la preparación del presente procedimiento de contratación
Grave professional misconduct: Mala conducta profesional grave
Early termination, damages, or other comparable sanctions: Rescisión anticipada, imposición de daños y perjuicios u otras sanciones comparables
Breaching of obligations in the fields of social law: Incumplimiento de obligaciones en materia de Derecho social
Breaching obligation relating to payment of social security contributions: Incumplimiento de la obligación relacionada con el pago de las contribuciones a la seguridad social
Business activities are suspended: Las actividades empresariales han sido suspendidas
Breaching obligation relating to payment of taxes: Incumplimiento de la obligación relacionada con el pago de impuestos
Terrorist offences or offences linked to terrorist activities: Delitos de terrorismo o delitos ligados a las actividades terroristas
Offence concerning its professional conduct in the domain of defence procurement: Delito relacionado con su conducta profesional en el ámbito de la contratación de defensa
Lack of reliability to exclude risks to the security of the country: Falta de fiabilidad para excluir riesgos para la seguridad del país

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de gestión del plan de medios de turismo de Vitoria-Gasteiz para la planificación, compra y seguimiento de espacios publicitarios

Description: Servicio de gestión del plan de medios de turismo de Vitoria-Gasteiz para la planificación, compra y seguimiento de espacios publicitarios

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Se contempla la posibilidad de dos prórrogas, por un período de 12 meses (misma duración del contrato inicial) cada una, previo informe favorable del Servicio de Proyectos

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros requisitos económicos o financieros

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Criterios de adjudicación valorados mediante la aplicación de fórmula matemática - Mejora de la oferta económica

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Criterios de adjudicación valorados mediante un juicio de valor - Calidad Técnica del proyecto

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

Award criterion number: 49

Criterion:

Type: Quality

Description: Criterios de calidad evaluables mediante formula matemática

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

Award criterion number: 41

5.1.11. Procurement documents

Address of the procurement documents: <https://www.contratacion.euskadi.eus>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.contratacion.euskadi.eus/KPELicitacion>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 13/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 15/12/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre 3 (acto público – FECHA FICTICIA)

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: no

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: .

Organisation providing additional information about the procurement procedure: Ayuntamiento de Vitoria-Gasteiz - Ayuntamiento de Vitoria-Gasteiz

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 119750.0

Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Town: Vitoria-Gasteiz

Postcode: 01010

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

Email: oarc@euskadi.eus

Telephone: +34 945019595

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Ayuntamiento de Vitoria-Gasteiz - Ayuntamiento de Vitoria-Gasteiz

Registration number: P0106800F

Postal address: Pintor Teodoro Dublang, 25 bajo. 01008 Vitoria-Gasteiz (Araba/Álava)

Town: Vitoria-Gasteiz
Postcode: 01008
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Contact point: Mikel Mauleon
Email: amondragon@vitoria-gasteiz.org
Telephone: +34 945161616
Internet address: <http://www.vitoria-gasteiz.org>
Buyer profile: <https://www.contratacion.euskadi.eus/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Notice information

Notice identifier/version: 1019e5aa-53ca-43c1-9c5d-050110ecee15 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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