

Spain-Valencia: Advertising services

OJ S 143/2022 27/07/2022

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

National registration number: Q4640001F

Postal address: C/ de la Democràcia, 77- Ciutat Administrativa 9 d'Octubre Torre 2

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46018

Country: Spain

Contact person: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

E-mail: reyes_joa@gva.es

Telephone: +34 961209735

Fax: +34 961247998

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%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=xX5k7i4ygUMSugstABGr5A%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=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

General public services

Section II: Object

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

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

Reference number: IVACE 9/2022

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

II.1.5. Estimated total value

Value excluding VAT: 240 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Descuentos netos sobre la tarifa oficial en los medios impresos, radio y televisión / Weighting: 60

Cost criterion - Name: Comisión al contratista expresada en porcentaje sobre la inversión neta global. / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 240 000,00 EUR

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

Duration in months: 12

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 III: Legal, economic, financial and technical information

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

No prohibición para contratar

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

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: 13/09/2022 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.2.7. Conditions for opening of tenders

Date: 21/09/2022 Local time: 12:00

Place:

IVACE. Planta primera.

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

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: Tribunal administrativo Central de Recursos Contractuales (TACRC)

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

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

Telephone: +34 913491319

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

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

Official name: Tribunal Administrativo Central de recursos contractuales (TACRC)

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

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

Telephone: +34 913491319

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VI.5. Date of dispatch of this notice

22/07/2022