

France-Sèvres: Advertising management services
OJ S 145/2022 29/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: commune de Sèvres

National registration number: 21920072200011

Postal address: 54 Grande Rue

Town: Sevres

NUTS code: FR105 Hauts-de-Seine

Postal code: 92310

Country: France

Contact person: Direction des Affaires Juridiques

E-mail: Marches@ville-sevres.fr

Internet address(es):

Main address: <http://www.sevres.fr>

Address of the buyer profile: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_RkgOPILwIB

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

régie publicitaire du journal municipal de la ville de Sèvres

Reference number: 202201S

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

le marché a pour objet de confier à un prestataire la commercialisation des espaces publicitaires du journal municipal de la ville de Sèvres. : Le prestataire retenu aura pour mission de démarcher de potentiels annonceurs afin de commercialiser les espaces publicitaires contenus dans le journal municipal

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 228 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

II.2.4. Description of the procurement

le marché a pour objet la recherche d'un service de régie publicitaire pour financer les coûts de production du journal municipal mensuel de la ville de Sèvres. Le prestataire retenu aura pour mission de démarcher de potentiels annonceurs afin de commercialiser les espaces publicitaires contenus dans le journal municipal

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 052-135656](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 202201S

Title:

marche de régie publicitaire du journal municipal

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/06/2022

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: cmp

National registration number: 332 945 187

Postal address: 10 rue Hugède - les Auditoriums

Town: Joinville-le-Pont

NUTS code: FR107 Val-de-Marne

Postal code: 94340

Country: France

Internet address: <https://www.groupecmp.com/>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 228 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Cergy-Pontoise

Postal address: 2-4 boulevard de l'hautil,

Town: Cergy Pontoise Cedex

Postal code: 95027

Country: France

Telephone: +33 1301734

Internet address: <http://Cergy-pontoise.tribunal-administratif.fr/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

en cas de recours, il est possible de former un référé précontractuel avant la signature du contrat (référé précontractuel conformément aux articles L. 551-1 et L. 551-2 du Code de justice administrative) et après la signature du contrat, un référé contractuel, conformément aux articles L. 551-13 et suivants du Code de justice administrative

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

Official name: mairie de Sèvres Direction des Affaires Juridiques

Postal address: 54 grande rue

Town: Sèvres

Postal code: 92310

Country: France

E-mail: Marches@ville-sevres.fr

VI.5. Date of dispatch of this notice

25/07/2022