

416463-2026 - Competition

Spain – Advertising services – Contratación de servicios de diseño y producción de creatividades, planificación estratégica de medios, compra de espacios publicitarios, evaluación de resultados de las campañas publicitarias institucionales y acciones puntuales de publicidad, para la promoción de recursos, eventos y conmemoraciones culturales y turísticos de Castilla y León.

OJ S 115/2026 17/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fundación Siglo para el Turismo y las Artes de Castilla y León

Email: fundacion.siglo@jcyl.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Contratación de servicios de diseño y producción de creatividades, planificación estratégica de medios, compra de espacios publicitarios, evaluación de resultados de las campañas publicitarias institucionales y acciones puntuales de publicidad, para la promoción de recursos, eventos y conmemoraciones culturales y turísticos de Castilla y León.

Description: Servicios de diseño y producción de creatividades, planificación estratégica de medios, compra de espacios publicitarios, evaluación de resultados de las campañas publicitarias institucionales y acciones puntuales de publicidad, para la promoción de recursos, eventos y conmemoraciones culturales y turísticos de Castilla y León.

Procedure identifier: 8c3d53d2-dcdb-483f-a184-b67953df0aaf

Internal identifier: LI21FS26

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

Additional classification (cpv): 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79822500

Graphic design services, 79970000 Publishing services

2.1.2. Place of performance

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lugo (ES112)

Country: Spain

- 2.1.2. Place of performance**
Country subdivision (NUTS): Ourense (ES113)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Pontevedra (ES114)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Asturias (ES120)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cantabria (ES130)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Gipuzkoa (ES212)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Navarra (ES220)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): La Rioja (ES230)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Huesca (ES241)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Teruel (ES242)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Zaragoza (ES243)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Ávila (ES411)
Country: Spain

- 2.1.2. Place of performance**
Country subdivision (NUTS): Burgos (ES412)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): León (ES413)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Palencia (ES414)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Salamanca (ES415)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Segovia (ES416)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Soria (ES417)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Valladolid (ES418)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Zamora (ES419)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Albacete (ES421)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Ciudad Real (ES422)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cuenca (ES423)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Guadalajara (ES424)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Toledo (ES425)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Badajoz (ES431)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cáceres (ES432)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Girona (ES512)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lleida (ES513)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tarragona (ES514)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Eivissa y Formentera (ES531)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Menorca (ES533)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Almería (ES611)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Córdoba (ES613)
Country: Spain

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Country subdivision (NUTS): Granada (ES614)
Country: Spain

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Country subdivision (NUTS): Huelva (ES615)
Country: Spain

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Country subdivision (NUTS): Jaén (ES616)
Country: Spain

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Country subdivision (NUTS): Málaga (ES617)
Country: Spain

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Country subdivision (NUTS): Sevilla (ES618)
Country: Spain

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Country subdivision (NUTS): Murcia (ES620)
Country: Spain

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Country subdivision (NUTS): Ceuta (ES630)
Country: Spain

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Country subdivision (NUTS): Melilla (ES640)
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2.1.2. Place of performance

Country subdivision (NUTS): El Hierro (ES703)
Country: Spain

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Country subdivision (NUTS): Fuerteventura (ES704)
Country: Spain

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Country subdivision (NUTS): Gran Canaria (ES705)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Gomera (ES706)
Country: Spain

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Country subdivision (NUTS): La Palma (ES707)
Country: Spain

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Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

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Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 19 800 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Los previstos en la legislación aplicable y en el PCAP.

5. Lot

5.1. Lot: LOT-0000

Title: Contratación de servicios de diseño y producción de creatividades, planificación estratégica de medios, compra de espacios publicitarios, evaluación de resultados de las campañas publicitarias institucionales y acciones puntuales de publicidad, para la promoción de recursos, eventos y conmemoraciones culturales y turísticos de Castilla y León.

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Country: Spain

5.1.2. Place of performance

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: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: A.1 DESCUENTOS EN LA COMPRA DE ESPACIOS. Coste de los soportes de los medios.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: A.2 COSTE DE LOS SERVICIOS ASOCIADOS A LA COMPRA DE ESPACIOS .

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

Award criterion number: 12

Criterion:

Type: Quality

Description: A.3 OFERTA ECONÓMICA MÁSTERES Y ADAPTACIONES .

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

Award criterion number: 12

Criterion:

Type: Quality

Description: A.4 OFERTA ECONÓMICA CORRESPONDIENTE A LAS CREATIVIDADES Y PRODUCCIONES.

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

Award criterion number: 11

Criterion:

Type: Quality

Description: B.1 Estrategia y desarrollo de la comunicación planteada.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: B.2 Selección de medios y soportes, así como su idoneidad para difusión y comunicación. (Plan de medios).

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

Award criterion number: 15

Criterion:

Type: Quality

Description: B.3 Cronograma, fases de ejecución y sistema de seguimiento de la campaña.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: B.4 Calidad creativa y adecuación de la pieza gráfica de campaña .

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=L5BXY%2BSL6tqkU02jNGj1Fw%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=L5BXY%2BSL6tqkU02jNGj1Fw%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: 5 Years

Information about public opening:

Opening date: 20/07/2026 09:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Conditions relating to the performance of the contract: Cláusula 28 del PCAP..

Electronic invoicing: Not allowed

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: Fundación Siglo para el Turismo y las Artes de Castilla y León -

TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES DE CASTILLA Y LEÓN

Information about review deadlines: Contra los actos y decisiones relacionados en el apartado 2 del artículo 44 de la LCSP, entre los que se encuentra el Pliego de Condiciones

Administrativas Particulares, el Pliego de Prescripciones Técnicas Particulares y los

documentos contractuales que establezcan las condiciones que deben regir la contratación,

podrá interponerse el recurso especial en materia de contratación regulado en el Capítulo V

del Título I del Libro primero de la LCSP. El escrito de recurso especial en materia de

contratación deberá presentarse en el plazo de quince días hábiles. Cuando el recurso se

interponga contra el contenido de los pliegos y demás documentos contractuales este plazo se computará a partir del día siguiente a aquel en que se haya publicado en el perfil de contratante el anuncio de licitación, siempre que en este se haya indicado la forma en que los interesados pueden acceder a ellos. En caso contrario este plazo comenzará a contar a partir del día siguiente a aquel en que se le hayan entregado al interesado los mismos o este haya podido acceder a su contenido a través del perfil de contratante. El órgano competente para el conocimiento y resolución del recurso especial en materia de contratación es el Tribunal Administrativo de Recursos Contractuales de Castilla y León.

Organisation providing more information on the review procedures: Fundación Siglo para el Turismo y las Artes de Castilla y León - Tribunal administrativo de recursos contractuales de Castilla y León

8. Organisations

8.1. ORG-0001

Official name: Fundación Siglo para el Turismo y las Artes de Castilla y León

Registration number: 51038850147645

Registration number: G47463823

Town: Valladolid

Postcode: 47015

Country subdivision (NUTS): Valladolid (ES418)

Country: Spain

Contact point: Fundación Siglo para el Turismo y las Artes de Castilla y León

Email: fundacion.siglo@jcyl.es

Telephone: 983376405

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=MTKZ6OfqOr8QK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal administrativo de recursos contractuales de Castilla y León

Town: Zamora

Postcode: 49001

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Other contact points:

Official name: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES DE CASTILLA Y LEÓN

Town: Zamora

Postcode: 49001

Country subdivision (NUTS): Zamora (ES419)

Country: Spain

Internet address: <https://www.cccyl.es>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: c14fdd34-3ef8-4ab1-ae2a-bd34984bed58 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 16/06/2026 11:44:34 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 416463-2026

OJ S issue number: 115/2026

Publication date: 17/06/2026