

Spain-Seville: Advertising services
OJ S 174/2020 08/09/2020
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible, Junta de Andalucía

National registration number: S4111001F

Postal address: C/ Tabladilla, s/n

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41071

Country: Spain

Contact person: Servicio de Contratación

E-mail: contratacion.cagpds@juntadeandalucia.es

Telephone: +34 955032367

Fax: +34 955032365

Internet address(es):

Main address: www.juntadeandalucia.es/agriculturaganaderiapescaydesarrollosostenible

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.juntadeandalucia.es/licitacion-electronica/index.action>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Agricultura, ganadería, pesca y desarrollo sostenible

Section II: Object

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

Planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, redes sociales y plataformas digitales, así como ejecución de planes de medios para acciones de la consejería

Reference number: CONTR 2020 470610

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, redes sociales y plataformas digitales, así como ejecución de los planes de medios para las acciones de comunicación de la Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible.

II.1.5. Estimated total value

Value excluding VAT: 1 715 242,32 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description**II.2.1. Title**

Prensa digital e impresa
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Prensa digital e impresa.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 240 133,92 EUR

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

Duration in months: 12
This contract is subject to renewal: yes
Description of renewals:
Por otro periodo de hasta doce meses.

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

II.2. Description

II.2.1. Title

Radio y televisión
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Radio y televisión.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 960 535,70 EUR

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

Duration in months: 12
This contract is subject to renewal: yes
Description of renewals:
Por un periodo de hasta doce meses.

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

II.2. Description

II.2.1. Title

Plataformas digitales y redes sociales
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Plataformas digitales y redes sociales.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 514 572,70 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Por un periodo de doce meses.

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 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 05/10/2020 Local time: 15:00

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

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 09/10/2020 Local time: 10:00

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 de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Castelar

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

VI.4.2. Body responsible for mediation procedures

Official name: Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible

Town: Sevilla

Country: Spain

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

Official name: Secretaría General Técnica

Postal address: C/ Tabladilla, s/n

Town: Sevilla

Postal code: 41071

Country: Spain

E-mail: contratacion.cagpds@juntadeandalucia.es

Telephone: +34 955003788

Fax: +34 955032365

VI.5. Date of dispatch of this notice

03/09/2020