

Spain-València: Advertising services
OJ S 134/2023 14/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Concejalía Delegada de Contratación del Ajuntament de València

National registration number: P4625200C

Postal address: Plaça de l'Ajuntament, 1

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

Contact person: Concejalía Delegada de Contratación del Ajuntament de València

E-mail: e-contratacion@valencia.es

Telephone: +34 962081802

Fax: +34 963940498

Internet address(es):

Main address: <http://www.valencia.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=WAc5HvxZrKkQK2TEfXGy%2BA%3D%3D>

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

Servicio de difusión de las distintas actividades y espectáculos que forman parte de las programaciones de los teatros municipales de gestión directa: el teatro El Musical y el Auditori La Mutant.

Reference number: 04101/2022/205-SER

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Procedimiento Abierto

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 74 400,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Procedimiento Abierto

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

según se indique en el apartado e del anexo I al pcap

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: [2023/S 042-124652](#)

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: 227

Title:

Servicio de difusión de las distintas actividades y espectáculos que forman parte de las programaciones de los teatros municipales de gestión directa: el teatro El Musical y el Auditori La Mutant.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340

Postal address: plaza Ayuntamiento, 27

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 74 400,00 EUR

Total value of the contract/lot: 74 400,00 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: Ajuntament de Valencia

Postal address: pl Ajuntament, 1

Town: València

Postal code: 46002

Country: Spain

Internet address: <http://sede.valencia.es/sede/>

VI.5. Date of dispatch of this notice

11/07/2023