

**Belgium-Liège: Advertising campaign services**  
**OJ S 206/2017 26/10/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Radio — Télévision — Culture

National registration number: 0405931241

Postal address: Rue du Laveu 58

Town: Liège

NUTS code: BE332 Arr. Liège

Postal code: 4000

Country: Belgium

E-mail: [t.godefroid@rtc.be](mailto:t.godefroid@rtc.be)

Telephone: +32 42549996

Fax: +32 42549998

**Internet address(es):**

Main address: [www.rtc.be](http://www.rtc.be)

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=289384>

**I.4. Type of the contracting authority**

Other type: ASBL

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

Prestations de régie publicitaire pour médias audio-visuels et web.

Reference number: RTC-2017/3-F03\_0

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Prestations de régie publicitaire pour médias audio-vidéo et web. Les prestations consistent au démarchage d'annonceurs locaux présents dans sa zone de diffusion (les arrondissements de Liège, de Huy et de Waremme).

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Lowest offer: 985 000,00 EUR / Highest offer: 985 000,00 EUR taken into consideration

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: BE331 Arr. Huy

NUTS code: BE332 Arr. Liège

NUTS code: BE334 Arr. Waremme

#### **II.2.4. Description of the procurement**

Prestations de régie publicitaire — recherche d'annonceurs.

#### **II.2.5. Award criteria**

Quality criterion - Name: Conformité et pertinence / Weighting: 70

Quality criterion - Name: Engagement budgétaire / Weighting: 20

Cost criterion - Name: Attractivité du taux de commission / Weighting: 30

#### **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**

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#### **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: [2017/S 162-334312](#)

##### **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**

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**Contract No:** RTC-2017/03

**Lot No: 1**

**Title:**

Prestation de régie publicitaire

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

19/10/2017

**V.2.2. Information about tenders**

Number of tenders received: 1

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

**V.2.3. Name and address of the contractor**

Official name: Fan de Pub SPRL

Town: Villers-Le-Bouillet

NUTS code: BE331 Arr. Huy

Postal code: 4530

Country: Belgium

The contractor is an SME: yes

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

Lowest offer: 985 000,00 EUR / Highest offer: 985 000,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunaux de l'arrondissement de Liège

Town: Liège

Postal code: 4000

Country: Belgium

**VI.5. Date of dispatch of this notice**

24/10/2017