

426424-2026 - Result

Spain – Advertising material – Contrato mixto correspondiente al suministro, producción, instalación, desinstalación y recolocación de banderolas como elementos de publicidad exterior, para las campañas de comunicación de Madrid Destino

OJ S 118/2026 22/06/2026

Contract or concession award notice – standard regime

Supplies

1. Buyer

1.1. Buyer

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

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

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Contrato mixto correspondiente al suministro, producción, instalación, desinstalación y recolocación de banderolas como elementos de publicidad exterior, para las campañas de comunicación de Madrid Destino

Description: Contrato mixto correspondiente al suministro, producción, instalación, desinstalación y recolocación de banderolas como elementos de publicidad exterior, para las campañas de comunicación de Madrid Destino

Procedure identifier: b24bf9ac-52bc-4ba6-bc97-b209e03aa3e5

Previous notice: e8de8c1e-9867-40b0-9f29-375f73b8868a-01

Internal identifier: SP25-00518

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 22462000 Advertising material

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Contrato mixto correspondiente al suministro, producción, instalación, desinstalación y recolocación de banderolas como elementos de publicidad exterior, para las campañas de comunicación de Madrid Destino

Description: Contrato mixto correspondiente al suministro, producción, instalación, desinstalación y recolocación de banderolas como elementos de publicidad exterior, para las campañas de comunicación de Madrid Destino

Internal identifier: SP25-00518

5.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 22462000 Advertising material

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: 1.1. Producción de Banderolas.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: 1.2. Instalación y desinstalación.

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

Award criterion number: 23

Criterion:

Type: Quality

Description: 1.3. Recolocación.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: 2.1. Reutilización de banderolas: mochila.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: 2.2. Reutilización de banderolas: bolsas.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: 2.3. Reutilización de banderolas: banderola.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: 2.4. Reutilización de banderolas: cartera, estuche u otros productos.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: 3. Reducción del plazo de producción.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: 4. Reducción del plazo de sustitución.

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

Award criterion number: 5

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: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal

Administrativo de Contratación Pública

Information about review deadlines: En los supuestos previstos en el artículo 44 de la LCSP, procederá con carácter potestativo la interposición del recurso administrativo especial en materia de contratación previo al contencioso-administrativo, en el plazo de 15 días hábiles, en los términos previstos en el artículo 50 de la LCSP. El órgano competente para conocer del recurso será el Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid.

Contra las actuaciones susceptibles de ser impugnadas mediante recurso especial, no procederá la interposición de recursos administrativos ordinarios

Organisation providing more information on the review procedures: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

6. Results

Value of all contracts awarded in this notice: 200 000,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: NIVELL PUBLICITARI DIGITAL S.L.

Tender:

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 200 000,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SP25-00518

Date on which the winner was chosen: 21/05/2026

Date of the conclusion of the contract: 17/06/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Registration number: 51011230144883

Registration number: A84073105

Town: Madrid

Postcode: 28015

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Telephone: +34 915787758

Internet address: <http://www.madrid-destino.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W%2BdqavboycQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: NIVELL PUBLICITARI DIGITAL S.L.

Size of the economic operator: Micro, small, or medium

Registration number: B64251366

Town: Ripollet

Postcode: 08291

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: joseantonio@nivellpublicitari.com

Telephone: 934517961

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0000

Notice information

Notice identifier/version: 289ca2d8-7adc-46cf-98ec-511f98a07520 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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