

438233-2026 - Competition

France – Advertising services – Prestations de régie publicitaire, maquette, impression et distribution du magazine et des autres supports de communication de la Ville de Villeparisis

OJ S 120/2026 25/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: VILLE DE VILLEPARISIS

Email: correspondre@aws-france.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Prestations de régie publicitaire, maquette, impression et distribution du magazine et des autres supports de communication de la Ville de Villeparisis

Description: Régie publicitaire, maquette, impression et distribution

Procedure identifier: 8db9f8b9-7dcf-4f17-ade0-20812bdf77b3

Internal identifier: M202609

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): 79341000 Advertising services

2.1.2. Place of performance

Postal address: 32 rue de Ruzé

Town: Villeparisis

Postcode: 77270

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

2.1.3. Value

Estimated value excluding VAT: 510 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 4

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Régie publicitaire du magazine et des autres supports de communication de la Ville

Description: Régie

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Postal address: 32 rue de Ruzé

Town: Villeparisis

Postcode: 77270

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

5.1.3. Estimated duration

Start date: 01/11/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Les reconductions sont tacites

5.1.5. Value

Estimated value excluding VAT: 0,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur technique

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

Award criterion number: 60

Criterion:

Type: Price

Description: Prix des prestations
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1838258>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1838258>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 24/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 24/07/2026 15:00:00 (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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Melun

Organisation providing more information on the review procedures: Tribunal administratif de Melun

5.1. Lot: LOT-0002

Title: Réalisation de la maquette du magazine et des autres supports de communication de la Ville

Description: Maquette

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Postal address: 32 rue de Ruzé
Town: Villeparisis
Postcode: 77270
Country subdivision (NUTS): Seine-et-Marne (FR102)
Country: France

5.1.3. Estimated duration

Start date: 01/11/2026
Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3
Other information about renewals: Les reconductions sont tacites

5.1.5. Value

Estimated value excluding VAT: 80 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.
The names and professional qualifications of the staff assigned to perform the contract must be given: Not required
Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality
Description: Valeur technique
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 50

Criterion:

Type: Price
Description: Prix des prestations
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 50

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1838258>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=demat.termes&IDM=1838258>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 24/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 24/07/2026 15:00:00 (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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Melun

Organisation providing more information on the review procedures: Tribunal administratif de Melun

5.1. Lot: LOT-0003

Title: Impression du magazine et des autres supports de communication de la Ville

Description: Impression

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79800000 Printing and related services

5.1.2. Place of performance

Postal address: 32 rue de Ruzé

Town: Villeparisis

Postcode: 77270

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

5.1.3. Estimated duration

Start date: 01/11/2026

Duration: 12 Months

5.1.4. **Renewal**

Maximum renewals: 3

Other information about renewals: Les reconductions sont tacites

5.1.5. **Value**

Estimated value excluding VAT: 330 000,00 EUR

5.1.6. **General information**

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. **Selection criteria**

Sources of selection criteria: Procurement Document

5.1.10. **Award criteria**

Criterion:

Type: Quality

Description: Valeur technique Valeur technique et environnementale

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

Award criterion number: 60

Criterion:

Type: Price

Description: Prix des prestations

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

Award criterion number: 40

5.1.11. **Procurement documents**

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1838258>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. **Terms of procurement**

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1838258>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 24/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 24/07/2026 15:00:00 (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
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Melun

Organisation providing more information on the review procedures: Tribunal administratif de Melun

5.1. Lot: LOT-0004

Title: Distribution du magazine et des autres supports de communication au sein de la Ville

Description: Distribution

Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 64121100 Mail delivery services

5.1.2. Place of performance

Postal address: 32 rue de Ruzé

Town: Villeparisis

Postcode: 77270

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

5.1.3. Estimated duration

Start date: 01/11/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Les reconductions sont tacites

5.1.5. Value

Estimated value excluding VAT: 100 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur technique Valeur technique et environnementale

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

Award criterion number: 60

Criterion:

Type: Price

Description: Prix des prestations

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

Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1838258>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1838258>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 24/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 24/07/2026 15:00:00 (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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Melun

Organisation providing more information on the review procedures: Tribunal administratif de Melun

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: B4A5A69A-BDC3-5369-701A168E87EB6981

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: VILLE DE VILLEPARISIS

Registration number: 54298

Postal address: 32 rue de Ruzé

Town: Villeparisis

Postcode: 77270

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

Contact point: BOUCHE Frédéric

Email: correspondre@aws-france.com

Telephone: 0164675200

Internet address: <https://villeparisis.fr/>

Buyer profile: <https://www.marches-publics.info>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal administratif de Melun

Registration number: B4A5A6C8-B4C8-ABFA-A7C4ADDFE6002736

Postal address: 43, rue du Général de Gaulle

Town: Melun

Postcode: 77008

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

Email: greffe.ta-melun@juradm.fr

Telephone: 0160566630

Fax: 0160566610

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Tribunal administratif de Melun

Registration number: B4A5A6D8-A22B-6E00-78E6CEAF625B3620

Postal address: 43, rue du Général de Gaulle
Town: Melun
Postcode: 77008
Country subdivision (NUTS): Seine-et-Marne (FR102)
Country: France
Email: greffe.ta-melun@juradm.fr
Telephone: 0160566630
Fax: 0160566610

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: ed9daf88-94ab-4c45-9680-55372357513d - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 24/06/2026 09:10:06 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 438233-2026
OJ S issue number: 120/2026
Publication date: 25/06/2026