

**Spain-Madrid: Advertising services**  
**OJ S 141/2023 25/07/2023**  
**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: Rectorado de la Universidad Internacional Menéndez Pelayo

National registration number: Q2818022B

Postal address: C/ Isaac Peral, nº 23

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Rectorado de la Universidad Internacional Menéndez Pelayo

E-mail: [expedientes@uimp.es](mailto:expedientes@uimp.es)

Telephone: +34 915920624

**Internet address(es):**

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=0R6CRx8tGJ6rz3GQd5r6SQ%3D%3D>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

Reference number: 120/2022

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

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

This contract is divided into lots: no

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

Value excluding VAT: 47 986,71 EUR

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

#### **II.2.2. Additional CPV code(s)**

79341200 Advertising management services

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

NUTS code: ES España

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

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

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

Quality criterion - Name: Memoria explicativa del plan de medios / Weighting: 45

Price - Weighting: 55

#### **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: no

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 015-036356](#)

##### **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: 01\_120\_2022

**Title:**

Servicio de elaboración y ejecución del plan de medios (planificación y compra de soportes de publicidad) de la Universidad Internacional Menéndez Pelayo en 2023

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

20/07/2023

**V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 4

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: 5

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

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

Official name: IRISMEDIA AGENCIA DE MEDIOS S.L.

National registration number: B84584705

Postal address: Albasanz 15

Town: Madrid

NUTS code: ES España

Postal code: 28037

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: 85 524,00 EUR

Total value of the contract/lot: 47 986,71 EUR

**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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: General Perón 38

Town: Madrid

Postal code: 28071

Country: Spain

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

20/07/2023