

**Spain-Jerez de la Frontera: Advertising management services**

OJ S 159/2022 19/08/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Junta de Gobierno Local del Ayuntamiento de Jerez

National registration number: P1102000E

Postal address: Consistorio, S/N

Town: Jerez de la Frontera

NUTS code: ES612 Cádiz

Postal code: 11403

Country: Spain

Contact person: Junta de Gobierno Local del Ayuntamiento de Jerez

E-mail: [contratacionadministrativa@aytojerez.es](mailto:contratacionadministrativa@aytojerez.es)

Telephone: +034 956149565

Fax: +034 956149722

**Internet address(es):**Main address: <http://www.jerez.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=rah94wmkSOY%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=GkO8g57fRR1vYnTkQN0%2FZA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=GkO8g57fRR1vYnTkQN0%2FZA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=rah94wmkSOY%3D>**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicio de Comunicación y Difusión General de Información y Publicidad "Plan de Transferencias de Buenas Prácticas y Comunicación" de la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI) de Jerez 2022, promovida por el Ayuntamiento de Jerez de la Frontera, cofinanciada en 80% por (FEDER) en el Marco Del Programa Operativo Plurirregional de España 2014-2020. 2 Lotes  
Reference number: 1402

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de Comunicación y Difusión General de Información y Publicidad "Plan de Transferencias de Buenas Prácticas y Comunicación" de la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI) de Jerez 2022, promovida por el Ayuntamiento de Jerez de la Frontera, cofinanciada en 80% por (FEDER) en el Marco Del Programa Operativo Plurirregional de España 2014-2020. 2 Lotes

**II.1.5. Estimated total value**

Value excluding VAT: 462 924,30 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

**II.2. Description**

**II.2.1. Title**

Campañas de Comunicación en Radio, TV, Prensa digital e impresa.  
Lot No: 1

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

79341400 Advertising campaign services, 79341200 Advertising management services, 92111220 Advertising video-tape production, 92111260 Information video-tape production

**II.2.3. Place of performance**

NUTS code: ES612 Cádiz

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

Campañas de Comunicación en Radio, TV, Prensa digital e impresa.

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: 2. Aumento días de Campaña / Weighting: 49

Cost criterion - Name: 1. Mejor oferta económica / Weighting: 51

**II.2.6. Estimated value**

Value excluding VAT: 280 991,74 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 15

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project: EDUSI

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Producción de Vídeos y ejecución de campañas publicidad Redes Sociales.

Lot No: 2

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

92111220 Advertising video-tape production, 79341200 Advertising management services, 79341400 Advertising campaign services, 92111260 Information video-tape production

**II.2.3. Place of performance**

NUTS code: ES612 Cádiz

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

Producción de Vídeos y ejecución de campañas publicidad Redes Sociales.

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: 2. Mayor número de Producción de vídeos. / Weighting: 17

Cost criterion - Name: 3. Mayor número de Producción de Microvideos. / Weighting: 17

Cost criterion - Name: 4. Mayor número de inserciones de microvideos en faceboof e instagram / Weighting: 17

Cost criterion - Name: 1. Mejor oferta económica Lote 2 / Weighting: 49

**II.2.6. Estimated value**

Value excluding VAT: 104 778,51 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 15

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project: EDUSI

## II.2.14. Additional information

### Section III: Legal, economic, financial and technical information

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#### III.1. Conditions for participation

##### III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

Preferencia para empresas con trabajadores con discapacidad

##### III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

##### III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

### 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 16/09/2022 Local time: 23:59

##### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

##### IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

##### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

##### IV.2.7. Conditions for opening of tenders

Date: 21/09/2022 Local time: 12:30

Place:

Ayuntamiento de Jerez- Sala U-

Datos de Dirección:

Calle: C/ Consistorio, 15

CP: 11403

Población: Jerez de la Frontera

País: España

Information about authorised persons and opening procedure: Descripción:

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Ayuntamiento de Jerez

Postal address: Calle Consistorio

Town: Jerez de la Frontera

Postal code: 11403

Country: Spain

#### VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Plazo de Presentación: 2022-09-16

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

Official name: Ayuntamiento de Jerez

Postal address: Consistorio, 15

Town: Jerez de la Frontera

Postal code: 11403

Country: Spain

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

16/08/2022