

462204-2026 - Competition

Ireland – Advertising services – UCD Smurfit School requires a Media Advertising Partner
OJ S 127/2026 06/07/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: University College Dublin (UCD)
Email: procurement@ucd.ie
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: UCD Smurfit School requires a Media Advertising Partner
Description: To Position the institution as a leading source of innovative academic thought leadership, showcasing the expertise of faculty and professional staff. Profile faculty research and emerging scholarship, clearly demonstrating its relevance, originality, and measurable impact on industry, society, and policy. Support student recruitment objectives by integrating compelling narratives around programmes, events, alumni outcomes, and career progression pathways. Strengthen engagement with business and professional audiences by translating academic research and thought leadership into insights of direct relevance to senior decision-makers and industry stakeholders.
Procedure identifier: a182091e-e3d1-4ffb-ac08-892bf1190c25
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): 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 200 000,00 EUR
Maximum value of the framework agreement: 200 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: UCD Smurfit School requires a Media Advertising Partner

Description: To Position the institution as a leading source of innovative academic thought leadership, showcasing the expertise of faculty and professional staff. Profile faculty research and emerging scholarship, clearly demonstrating its relevance, originality, and measurable impact on industry, society, and policy. Support student recruitment objectives by integrating compelling narratives around programmes, events, alumni outcomes, and career progression pathways. Strengthen engagement with business and professional audiences by translating academic research and thought leadership into insights of direct relevance to senior decision-makers and industry stakeholders.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 16/07/2026 17:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8561482>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8561482>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 30/07/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 12 Months

Information about public opening:

Opening date: 30/07/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8561482>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, with reopening of competition

Maximum number of participants: 15

Justification for the duration of the framework agreement: value

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: University College Dublin (UCD)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: University College Dublin (UCD)

Organisation processing tenders: University College Dublin (UCD)

8. Organisations

8.1. ORG-0001

Official name: University College Dublin (UCD)

Registration number: IE6517386K

Postal address: Belfield, Dublin 4

Town: Dublin

Postcode: D04 V1W8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@ucd.ie

Telephone: 0035317164990

Internet address: <https://www.ucd.ie>

Buyer profile: <https://www.ucd.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: f85102df-40a7-44dc-ae66-6a820e71477e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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