

France-Orléans: Advertising management services
OJ S 149/2023 04/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ville d'orléans

National registration number: 21450234600015

Postal address: place de l'etape

Town: Orléans

NUTS code: FRB06 Loiret

Postal code: 45040

Country: France

E-mail: marches.publics@orleans-metropole.fr

Telephone: +33 238784030

Internet address(es):

Main address: <http://www.orleans-metropole.fr/>

Address of the buyer profile: <http://marches-publics.orleans.fr/accueil.htm>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

régie publicitaire du magazine municipal "Orléans.Mag"

Reference number: V23f0036

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

la présente consultation donnera lieu à un marché ordinaire non alloti

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 289 200,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRB06 Loiret

II.2.4. Description of the procurement

la présente consultation donnera lieu à un marché ordinaire non alloti

II.2.5. Award criteria

Quality criterion - Name: Valeur technique appréciée au regard du cadre de mémoire technique / Weighting: 55

Cost criterion - Name: Prix apprécié au regard du produit du chiffre d'affaire prévisionnel pour la totalité de la durée du marché multiplié par le taux de reversement sur les recettes publicitaires / Weighting: 45

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

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 086-263492](#)

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

Contract No: V23260r

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/07/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: ouest Expansion

Postal address: 10 rue d'ouessant

Town: Saint-Gregoire

NUTS code: FRH03 Ile-et-Vilaine

Postal code: 35760

Country: France

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 289 200,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

il s'agit d'un marché de recettes dont le taux de reversement sur les recettes publicitaires est de 60 % pour toute la durée du marché (3 ans et demi maximum : 1ère période jusqu'au 31/12 /24 puis 2 périodes de reconduction de 1 an chacune).Le contrat est consultable à l'adresse de l'acheteur

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif d'orléans

Postal address: 28 rue de la Bretonnerie

Town: Orléans

Postal code: 45057

Country: France

E-mail: greffe.ta-orleans@juradm.fr

Telephone: +33 238775900

Fax: +33 238538516

Internet address: <http://orleans.tribunal-administratif.fr/>

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

Official name: tribunal administratif d'orléans

Postal address: 28 rue de la Bretonnerie

Town: Orléans

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Fax: +33 238538516

Internet address: <http://orleans.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

31/07/2023