

Spain-Elche: Advertising and marketing services

OJ S 149/2023 04/08/2023

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad Miguel Hernández de Elche

National registration number: Q5350015C

Postal address: Avda. de la Universidad de Elche, s/n

Town: Elche

NUTS code: ES521 Alicante/Alacant

Postal code: 03202

Country: Spain

Contact person: Rectorado de la Universidad Miguel Hernández de Elche

E-mail: perfilcontratante@umh.es**Internet address(es):**Main address: <https://contrataciondelestado.es/wps/poc?uri=deeplink%3AperfilContratante&idBp=vK%2BDQSaTDTQQK2TEfXGy%2BA%3D%3D>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vK%2BDQSaTDTQQK2TEfXGy%2BA%3D%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=3%2F3cCrF5pswBPRBxZ4nJ%2Fg%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=vK%2BDQSaTDTQQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Education

Section II: Object

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

Acuerdo Marco para la difusión de la marca UMH a través de noticias, compras de espacios publicitarios, realización de eventos y acciones de marketing

Reference number: 2023_AM_04

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

El presente contrato tiene por objeto la celebración de un acuerdo marco para la difusión de la marca UMH a través de noticias, compra de espacios publicitarios, realización de eventos y acciones de marketing incluidos en los lotes que se describen en el Anexo 1 del Pliego de Prescripciones Técnicas, y la selección y homologación de un número limitado de proveedores de dichos servicios. El presente acuerdo marco obedece a la necesidad de racionalizar y unificar la prestación de los servicios incluidos en el Anexo I del Pliego de Prescripciones Técnicas que rige este expediente para tratar de satisfacer las necesidades que se requieren, para su propio funcionamiento y el cumplimiento de sus fines, así como fijar los términos a los que habrán de ajustarse los contratos basados en el mismo

II.1.5. Estimated total value

Value excluding VAT: 1 152 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 6

Maximum number of lots that may be awarded to one tenderer: 6

II.2. Description

II.2.1. Title

Lote 01: Acciones publicitarias y de marketing en cabeceras de prensa escrita

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones en prensa escrita

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 240 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 02: Acciones publicitarias y de marketing en medios digitales
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones en medios digitales

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 192 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 03: Acciones publicitarias y de marketing en radio
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones publicitarias y de marketing en radio

II.2.5. Award criteria

Criteria below
Price

II.2.6. Estimated value

Value excluding VAT: 216 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 04: Acciones publicitarias y de marketing en publicidad exterior
Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones publicitarias y de marketing en publicidad exterior

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 168 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 05: Acciones publicitarias y de marketing en televisión

Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones publicitarias y de marketing en televisión

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 96 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 06: Acciones publicitarias y eventos de marketing para la difusión de la marca UMH
Lot No: 6

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Acciones publicitarias y eventos de marketing para la difusión de la marca UMH

II.2.5. Award criteria

Criteria below
Price

II.2.6. Estimated value

Value excluding VAT: 240 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El presente Acuerdo Marco podrá prorrogarse anualmente hasta un máximo de TRES AÑOS, antes de finalizar su vigencia, no excediéndose así del plazo total de cuatro años previsto legalmente.

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:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: El compromiso de utilizar en toda la documentación , publicidad e imagen un uso inclusivo y no sexista del lenguaje y de las imágenes evitando cualquier imagen discriminatoria de las mujeres y estereotipos sexista y fomentar una imagen con valores de igualdad

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

The procurement involves the establishment of a framework agreement
Framework agreement with several operators

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 045-129676](#)

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

Date: 22/09/2023 Local time: 15:00

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: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/09/2023 Local time: 09:30

Place:

Edificio Rectorado y Consejo Social

Datos de Dirección:

Calle: Avda. de la Universidad, s/n

CP: 03202

Población: Elche

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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, nº 38, 8ª planta

Town: Madrid

Postal code: 28071

Country: Spain

Telephone: +34 913491319

Fax: +34 913491441

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda General Perón, nº 38 8ª planta

Town: Madrid

Postal code: 28071

Country: Spain

Telephone: +34 913491319

Fax: +34 913491441

VI.5. Date of dispatch of this notice

31/07/2023