

Spain-València: Advertising management 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: Concejalía Delegada de Contratación del Ajuntament de València

National registration number: P4625200C

Postal address: Plaça de l'Ajuntament, 1

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

Contact person: Concejalía Delegada de Contratación del Ajuntament de València

E-mail: e-contratacion@valencia.es

Telephone: +34 962081802

Fax: +34 963940498

Internet address(es):Main address: <http://www.valencia.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=WAc5HvxZrKkQK2TEfXGy%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=%2BKo5Zgscoco9rhBIEHQFSKA%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=WAc5HvxZrKkQK2TEfXGy%2BA%3D%3D>**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**

Servicios de comunicación de las Actividades del Servicio de Recursos Culturales

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Garantizar una total y eficiente cobertura comunicativa y promocional de las programaciones y actividades que anualmente organiza la Concejalía de Patrimonio y Recursos Culturales a través del Servicio de Recursos Culturales

II.1.5. Estimated total value

Value excluding VAT: 234 906,88 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Garantizar una total y eficiente cobertura comunicativa y promocional de las programaciones y actividades que anualmente organiza la Concejalía de Patrimonio y Recursos Culturales a través del Servicio de Recursos Culturales

II.2.5. Award criteria

Criteria below

Cost criterion - Name: EXPERIENCIA PROFESIONAL ADICIONAL EQUIPO TRABAJO /

Weighting: 10

Cost criterion - Name: PORCENTAJE DESCUENTO POR COMPRA DE MEDIOS / Weighting:

60

Cost criterion - Name: BAJA ECONÓMICA AL PRESUPUESTO BASE DE LICITACIÓN /

Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 234 906,88 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Según se indica en el aptdo. E del Anexo I al PCAP

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.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

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: La relacionada en el aptdo T del Anexo I al PCAP

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: no

IV.2. Administrative information

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

Date: 31/08/2023 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

Catalan, Spanish

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

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7.

Conditions for opening of tenders

Date: 05/09/2023 Local time: 09:30

Place:

SALA DE CONTRATACIÓN

Datos de Dirección:

Calle: PL. AJUNTAMENT, 1

CP: 46002

Población: VALÈNCIA

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

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: Ajuntament de València

Postal address: Pl. Ajuntament, 1

Town: València

Postal code: 46002

Country: Spain

Internet address: <https://sede.valencia.es/sede/>

VI.5. Date of dispatch of this notice

31/07/2023