

**Spain-Alicante: Advertising services**

OJ S 169/2022 02/09/2022

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

National registration number: A53158077

Postal address: Avda. Jean Claude Combaldieu, s/n

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03008

Country: Spain

Contact person: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

E-mail: [jabadia@sptcv.net](mailto:jabadia@sptcv.net)

Telephone: +34 965315781

**Internet address(es):**

Main address: <http://www.sptcv.net>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2FGYDNfxPwp0QK2TEfXGy%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=Ynad%2BzjfjRACiEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ynad%2BzjfjRACiEJrVRqloyA%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=%2FGYDNfxPwp0QK2TEfXGy%2BA%3D%3D>

**I.4. Type of the contracting authority**

Other type: Otras Entidades del Sector Público

**I.5. Main activity**

General public services

**Section II: Object**

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

Servicios profesionales de una agencia de medios para la difusión pública de campañas de publicidad institucional del Distrito Digital Comunitat Valenciana  
Reference number: DD/014/22

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios profesionales de una agencia de medios para la difusión pública de campañas de publicidad institucional del Distrito Digital Comunitat Valenciana

**II.1.5. Estimated total value**

Value excluding VAT: 660 000,00 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, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: ES521 Alicante/Alacant

Main site or place of performance: Avenida de Jean Claude Combaldieu s/n. 03008 Alicante. .

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

Servicios profesionales de una agencia de medios para la difusión pública de campañas de publicidad institucional del Distrito Digital Comunitat Valenciana

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Plan de Medios / Weighting: 40

Cost criterion - Name: Descuentos netos sobre la tarifa oficial en los medios radio, prensa escrita / Weighting: 25

Cost criterion - Name: Retribución al contratista expresada en porcentaje sobre la inversión neta global / Weighting: 35

**II.2.6. Estimated value**

Value excluding VAT: 660 000,00 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:

Prórroga de un año de común acuerdo.

**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**

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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

#### **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 medioambiental. Descripción: El adjudicatario evitará usar papel, remitiendo toda la documentación en soporte informático y firmando los mismos de forma electrónica, y sólo en aquellos supuestos especiales en los que se impescindible la utilización de papel, este será papel reciclado, libre de cloro y fabricado de forma respetuosa con el medio ambiente

## **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: 05/10/2022 Local time: 14:00

#### **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**

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: 20/10/2022 Local time: 11:00

Place:

Oficinas Ciudad de la Luz. Alicante. Edificio Apoyo a Producción nº 3

Datos de Dirección:

Calle: Avenida Jean Claude Combaldieu s/n

CP: 03008

Población: Alicante

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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Aveniga General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

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

29/08/2022