

Spain-San Vicente Raspeig: Advertising services
OJ S 152/2023 09/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad de Alicante

National registration number: Q0332001G

Postal address: Ctra. San Vicente Raspeig s/n

Town: San Vicente Raspeig (Alicante)

NUTS code: ES521 Alicante/Alacant

Postal code: 03690

Country: Spain

Contact person: Rectorado de la Universidad de Alicante

E-mail: servicio.contratacion@ua.es

Telephone: +34 965909500

Internet address(es):

Main address: <http://www.ua.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=sieLYIK%2FsJo%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 contratación de servicios de compra de espacios en medios de comunicación y soportes de publicidad exterior para la difusión de la publicidad institucional de la Universidad de Alicante

Reference number: A/01/2023

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Acuerdo Marco para la contratación de servicios de compra de espacios en medios de comunicación y soportes de publicidad exterior para la difusión de la publicidad institucional

de la Universidad de Alicante, para difundir las actividades y transmitir los valores de la institución a la sociedad y entre la comunidad universitaria.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 370 000,00 EUR

II.2. Description

II.2.1. Title

Publicidad en medios impresos provinciales de tirada con alcance provincial
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad en medios impresos provinciales de tirada con alcance provincial

II.2.5. Award criteria

Cost criterion - Name: 1.Porcentaje de descuento PÁGINA (lote1) / Weighting: 50
Cost criterion - Name: 2.Porcentaje de descuento MEDIA PÁGINA (lote1) / Weighting: 30
Cost criterion - Name: 3.Porcentaje de descuento FALDÓN EN PÁGINA A TRES MÓDULOS (SOBRE 10) (lote1) / Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad en publicaciones y revistas impresas especializadas en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad en publicaciones y revistas impresas especializadas en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

II.2.5. Award criteria

Cost criterion - Name: 1.Porcentaje de descuento PÁGINA (Lote2) / Weighting: 50

Cost criterion - Name: 2.Porcentaje de descuento MEDIA PÁGINA (lote2) / Weighting: 30

Cost criterion - Name: 3.Porcentaje de descuento FALDÓN EN PÁGINA A TRES MÓDULOS (SOBRE 10) (lote2) / Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

II.2.5. Award criteria

Cost criterion - Name: 1.RADIOS FORMULA: Porcentaje de descuento CUÑA 20" EN DESCONEXIÓN LOCAL (lote 3) / Weighting: 30

Cost criterion - Name: 1.RADIOS GENERALISTAS: Porcentaje de descuento CUÑA 20" EN DESCONEXIÓN LOCAL (lote 3) / Weighting: 30

Cost criterion - Name: 2.RADIOS FORMULA: Porcentaje de descuento MICROESPACIO 1' EN DESCONEXIÓN LOCAL (lote3) / Weighting: 10

Cost criterion - Name: 2.RADIOS GENERALISTAS: Porcentaje de descuento MICROESPACIO 1' EN DESCONEXIÓN LOCAL (lote3) / Weighting: 10

Cost criterion - Name: 3.RADIOS FORMULA: Porcentaje de descuento MICROESPACIO 5' EN DESCONEXION LOCAL (lote3) / Weighting: 10

Cost criterion - Name: 3.RADIOS GENERALISTAS: Porcentaje de descuento MICROESPACIO 5' EN DESCONEXIÓN LOCAL (lote3) / Weighting: 10

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad digital en medios generalistas.
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad digital en medios generalistas.

II.2.5. Award criteria

Cost criterion - Name: 1.DE ALCANCE EN C.VALENCIANA:Porcentaje de descuento ROBAPÁGINA (lote4) / Weighting: 10

Cost criterion - Name: 1.DE ALCANCE PROVINCIAL (ALICANTE,VALENCIA,CASTELLÓN, CUENCA,ALBACETE Y REGIÓN DE MURCIA):Porcentaje de descuento ROBAPÁGINA (lote4) / Weighting: 10

Cost criterion - Name: 2.DE ALCANCE EN C.VALENCIANA:Porcentaje de descuento DOBLE ROBAPÁGINAS (lote4) / Weighting: 15

Cost criterion - Name: 2.DE ALCANCE PROVINCIAL (ALICANTE,VALENCIA,CASTELLÓN, CUENCA,ALBACETE Y REGIÓN DE MURCIA):Porcentaje de descuento DOBLE ROBAPÁGINAS (lote4) / Weighting: 15

Cost criterion - Name: 3.DE ALCANCE EN C.VALENCIANA:Porcentaje de descuento MEGABANNER (lote4) / Weighting: 25

Cost criterion - Name: 3.DE ALCANCE PROVINCIAL (ALICANTE, VALENCIA, CASTELLÓN, CUENCA, ALBACETE Y REGIÓN DE MURCIA):Porcentaje de descuento MEGABANNER (lote4) / Weighting: 25

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

II.2.5. Award criteria

Cost criterion - Name: 1.Porcentaje de descuento ROBAPÁGINAS (lote5) / Weighting: 20

Cost criterion - Name: 2.Porcentaje de descuento DOBLE PÁGINAS (lote5) / Weighting: 30

Cost criterion - Name: 3.Porcentaje de descuento MEGABANNER (lote5) / Weighting: 50

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

Lot No: 6

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

II.2.5. Award criteria

Cost criterion - Name: 1.Porcentaje de descuento SPOT (lote6) / Weighting: 50

Cost criterion - Name: 2.Porcentaje de descuento SOBREIMPRESIÓN (lote6) / Weighting: 10

Cost criterion - Name: 3.Porcentaje de descuento MICROESPACIO (lote6) / Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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

Publicidad exterior en soportes de la provincia de Alicante.
Lot No: 7

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Publicidad exterior en soportes de la provincia de Alicante.

II.2.5. Award criteria

Cost criterion - Name: 1.Porcentaje de descuento AUTOBUSES LINEA URBANOS
PROVINCIA ALICANTE (lote7) / Weighting: 20

Cost criterion - Name: 2.Porcentaje de descuento MARQUESINAS PARADAS TAM (lote7) /
Weighting: 12

Cost criterion - Name: 3.Porcentaje de descuento MARQUESINAS PARADAS TRAM (lote7) /
Weighting: 12

Cost criterion - Name: 4.Porcentaje de descuento TRANVIAS TRAM METROPOLITANO (10
ventanas)(lote7) / Weighting: 12

Cost criterion - Name: 5.Porcentaje de descuento VALLAS PUBLICITARIAS EN LA
PROVINCIA DE ALICANTE (lote7) / Weighting: 8

Cost criterion - Name: 6.Porcentaje de descuento MUPIS EN LA PROVINCIA DE ALICANTE
(lote7) / Weighting: 8

Cost criterion - Name: 7.Porcentaje de descuento MONOPOSTES EN LA PROVINCIA DE
ALICANTE (lote7) / Weighting: 8

Cost criterion - Name: 8.Porcentaje de descuento PUBLICIDAD EXTERIOR
ESPECTACULAR (lote7) / Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Dos prórrogas de hasta doce meses de duración cada una de ellas

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 041-121030](#)

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: A/01/2023

Lot No: 1

Title:

Publicidad en medios impresos provinciales de tirada con alcance provincial

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000,00 EUR

Total value of the contract/lot: 22 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 1

Title:

Publicidad en medios impresos provinciales de tirada con alcance provincial

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000,00 EUR

Total value of the contract/lot: 22 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 1

Title:

Publicidad en medios impresos provinciales de tirada con alcance provincial

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU
National registration number: B91346890
Postal address: Juderia 2, edificio Vega 2, 2º 3A
Town: Camas
NUTS code: ES618 Sevilla
Postal code: 41900
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000,00 EUR
Total value of the contract/lot: 22 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 1

Title:

Publicidad en medios impresos provinciales de tirada con alcance provincial

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4
Number of tenders received from SMEs: 3
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.
National registration number: A96974340
Postal address: Plaza Ayuntamiento 27 2ª planta
Town: Valencia
NUTS code: ES523 Valencia/València
Postal code: 46002
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000,00 EUR
Total value of the contract/lot: 22 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 2

Title:

Publicidad en publicaciones y revistas impresas especializadas en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 8 333,34 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 2

Title:

Publicidad en publicaciones y revistas impresas especializadas en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 8 333,33 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 2

Title:

Publicidad en publicaciones y revistas impresas especializadas en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Postal address: Juderia 2, edificio Vega 2, 2º 3A

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 25 000,00 EUR

Total value of the contract/lot: 8 333,33 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 3

Title:

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR

Total value of the contract/lot: 16 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 3

Title:

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR

Total value of the contract/lot: 16 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 3

Title:

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: MDOSB COMUNICACIÓN,S.L

National registration number: B97435903

Postal address: Hospital 2 7º 1ª

Town: Valencia
NUTS code: ES523 Valencia/València
Postal code: 46001
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR
Total value of the contract/lot: 16 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 3

Title:

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5
Number of tenders received from SMEs: 4
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU
National registration number: B91346890
Postal address: Juderia 2, edificio Vega 2, 2º 3A
Town: Camas
NUTS code: ES618 Sevilla
Postal code: 41900
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR
Total value of the contract/lot: 16 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 3

Title:

Publicidad en radios, tanto generalistas como fórmula, de alcance nacional y con delegación en la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340

Postal address: Plaza Ayuntamiento 27 2ª planta

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR

Total value of the contract/lot: 16 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 4

Title:

Publicidad digital en medios generalistas.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 8 750,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 4

Title:

Publicidad digital en medios generalistas.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 8 750,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 4

Title:

Publicidad digital en medios generalistas.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Estudio Creación Gente, S.L.

National registration number: B03414844

Postal address: Pintor Perez Gil 16

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03540

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 8 750,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 4

Title:

Publicidad digital en medios generalistas.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Postal address: Juderia 2, edificio Vega 2, 2º 3A

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 8 750,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 5

Title:

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 5

Title:

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 5

Title:

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Estudio Creación Gente, S.L.

National registration number: B03414844

Postal address: Pintor Perez Gil 16

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03540

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 5

Title:

Publicidad digital en medios especializados en ciencia, divulgación, cultura y formación de ámbito nacional, regional o provincial.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Postal address: Juderia 2, edificio Vega 2, 2º 3A

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 6

Title:

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: A/01/2023

Lot No: 6

Title:

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 6

Title:

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Postal address: Juderia 2, edificio Vega 2, 2º 3A

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 6

Title:

Publicidad en televisión en los medios de alcance provincial en Alicante, Valencia y Castellón.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340

Postal address: Plaza Ayuntamiento 27 2ª planta

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR

Total value of the contract/lot: 5 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 7

Title:

Publicidad exterior en soportes de la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: CYMA COMUNICACION Y MARKETING SL

National registration number: B54693544

Postal address: Arquitecto Morell 10

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03003

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 7

Title:

Publicidad exterior en soportes de la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: EQU MEDIA XL, S.L.

National registration number: B81108334

Postal address: Infanta Mercedes 90 3ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 7

Title:

Publicidad exterior en soportes de la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: Estudio Creación Gente, S.L.

National registration number: B03414844

Postal address: Pintor Perez Gil 16

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03540

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 7

Title:

Publicidad exterior en soportes de la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Postal address: Juderia 2, edificio Vega 2, 2º 3A

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: A/01/2023

Lot No: 7

Title:

Publicidad exterior en soportes de la provincia de Alicante.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340

Postal address: Plaza Ayuntamiento 27 2ª planta

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 20 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

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, 38 Planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 913491441

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

Official name: Servicio de Contratación de la Universidad de Alicante

Postal address: Carretera Alicante-San Vicente s/n

Town: San Vicente del Raspeig

Postal code: 03690

Country: Spain

E-mail: servicio.contratacion@ua.es

Telephone: +34 965909500

VI.5. Date of dispatch of this notice

04/08/2023