

487258-2026 - Competition

Italy – Advertising services – PA concessione gestione spazi pubblicitari AOU BO AUSL IMOLA
OJ S 134/2026 15/07/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: AZIENDA USL DI BOLOGNA

Email: servizio.acquisti@pec.ausl.bologna.it

Legal type of the buyer: Body governed by public law, controlled by a regional authority

The buyer is a contracting entity

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: PA concessione gestione spazi pubblicitari AOU BO AUSL IMOLA

Description: Gara europea a procedura aperta, divisa in lotti, per l'affidamento in concessione di un servizio di gestione di spazi di promozione e pubblicità per le necessità dell'IRCCS

Azienda Ospedaliero-Universitaria di Bologna e dell'Azienda USL di Imola

Procedure identifier: 0b65c036-99d0-488c-9e05-003607de3833

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Additional information: Informazioni supplementari

2.1.3. Value

Estimated value excluding VAT: 1 342 341,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/23/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Gestione spazi pubblicitari AOU BO

Description: Gestione spazi pubblicitari AOU BO

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

5.1.3. Estimated duration

Duration: 1 725 Days

5.1.5. Value

Estimated value excluding VAT: 1 072 071,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Enrolment in a trade register

Description of selection criterion: Iscrizione al registro di commercio

Criterion: Authorisation or membership of a particular organisation needed for service contracts

Description of selection criterion: Autorizzazione o appartenenza a una particolare organizzazione necessaria per gli appalti di servizi

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Offerta economicamente più vantaggiosa

5.1.11. Procurement documents

Deadline for requesting additional information: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://intercenter.regione.emilia-romagna.it/trovabando/BANDO_GARA_PORTALE@15131568

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://sater.regione.emilia-romagna.it>

Languages in which tenders or requests to participate may be submitted: Italian

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of tenders: 14/09/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Prestazioni

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.16. Further information, mediation and review

Review organisation: TAR Emilia Romagna - Bologna

Information about review deadlines: Vedi capitolato

Organisation providing additional information about the procurement procedure: AZIENDA USL DI BOLOGNA

Procurement service provider: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

5.1. Lot: LOT-0002

Title: Gestione spazi pubblicitari AUSL Imola

Description: Gestione spazi pubblicitari AUSL Imola

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

5.1.3. Estimated duration

Duration: 1 725 Days

5.1.5. Value

Estimated value excluding VAT: 270 270,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Enrolment in a trade register

Description of selection criterion: Iscrizione al registro di commercio

Criterion: Authorisation or membership of a particular organisation needed for service contracts

Description of selection criterion: Autorizzazione o appartenenza a una particolare organizzazione necessaria per gli appalti di servizi

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Offerta economicamente più vantaggiosa

5.1.11. Procurement documents

Deadline for requesting additional information: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://intercenter.regione.emilia-romagna.it/trovabando/BANDO_GARA_PORTALE@15131568

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Terms of submission:

Electronic submission: Required

Address for submission: <https://sater.regione.emilia-romagna.it>

Languages in which tenders or requests to participate may be submitted: Italian

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Deadline for receipt of tenders: 14/09/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Prestazioni

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.16. Further information, mediation and review

Review organisation: TAR Emilia Romagna - Bologna

Information about review deadlines: Vedi capitolato

Organisation providing additional information about the procurement procedure: AZIENDA USL DI BOLOGNA

Procurement service provider: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

8. Organisations

8.1. ORG-0001

Official name: AZIENDA USL DI BOLOGNA

Registration number: 02406911202

Town: Bologna

Postcode: 40100

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Contact point: Stefania Zuccarelli

Email: servizio.acquisti@pec.ausl.bologna.it

Telephone: 0516079642

Fax: 0516079989

Buyer profile: www.ausl.bologna.it/operatori-economici/bandi-di-gara

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: TAR Emilia Romagna - Bologna

Registration number: 92004480379

Town: Bologna

Postcode: 40121

Country subdivision (NUTS): Bologna (ITH55)

Country: Italy

Contact point: TAR Emilia Romagna - Bologna

Email: tarbo-segrprotocolloamm@ga-cert.it

Telephone: 0514293101

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

Registration number: 97584460584

Town: Roma

Postcode: 00187

Country subdivision (NUTS): Roma (ITI43)

Country: Italy

Contact point: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

Email: protocollo@pec.anticorruzione.it

Telephone: 06367231

Roles of this organisation:

Procurement service provider

Notice information

Notice identifier/version: b6465567-4d65-4c57-b04a-4b7cb9d43340 - 01

Form type: Competition

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