

487502-2026 - Competition

Spain – Advertising management services – Compra de espacios en medios de comunicación y demás soportes publicitarios, para la difusión de campañas de publicidad institucional y otros anuncios oficiales de la Comunidad de Madrid.

OJ S 134/2026 15/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comunidad de Madrid - Consejería de Economía, Hacienda y Empleo

Email: compras@madrid.org

Legal type of the buyer: Regional authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Compra de espacios en medios de comunicación y demás soportes publicitarios, para la difusión de campañas de publicidad institucional y otros anuncios oficiales de la Comunidad de Madrid.

Description: Compra de espacios en medios de comunicación y demás soportes publicitarios, para la difusión de campañas de publicidad institucional y otros anuncios oficiales de la Comunidad de Madrid.

Procedure identifier: 35632838-6268-40b6-b5b7-07f7b86fd5c1

Previous notice: 363800-2026

Internal identifier: 05-AM-1/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Postal address: Manuel Cortina, 2

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Additional information: Junta Central de Compras

2.1.3. Value

Estimated value excluding VAT: 27 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Compra de espacios en medios de comunicación y demás soportes publicitarios, para la difusión de campañas de publicidad institucional y otros anuncios oficiales de la Comunidad de Madrid.

Description: Compra de espacios en medios de comunicación y demás soportes publicitarios, para la difusión de campañas de publicidad institucional y otros anuncios oficiales de la Comunidad de Madrid.

Internal identifier: 05-AM-1/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Postal address: calle Manuel Cortina, 2

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.5. Value

Estimated value excluding VAT: 27 500 000,00 EUR

Maximum value of the framework agreement: 27 500 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Valoración de la proposición económica

Criterion:

Type: Quality

Description: Calidad técnica de la oferta

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Address of the procurement documents: <https://contratos-publicos.comunidad.madrid/perfil-contratante>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://gestion5.madrid.org:8203/sap/bc/webdynpro/sap/zfrms_wd_le_003#

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Description of the financial guarantee: 5 por 100 del presupuesto estimado del acuerdo marco, I.V.A. excluido

Deadline for receipt of tenders: 30/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 06/08/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Videoconferencia

Additional information: Los interesados en asistir deberán dirigirse previamente a compras@madrid.org antes de las 14:00 h. del día 4 de agosto de 2026, para identificarse, tanto ellos como la empresa o entidad a la que pertenecen, y señalar el correo electrónico donde desean que se les envíe el enlace para unirse a la reunión a distancia.

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

Legal form that must be taken by a group of tenderers that is awarded a contract: Unión Temporal de Empresas

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administrativo de Contratación Pública

Information about review deadlines: Recurso especial en materia de contratación en el plazo de 15 días hábiles

Organisation providing additional information about the procurement procedure: Comunidad de Madrid - Consejería de Economía, Hacienda y Empleo

8. Organisations

8.1. ORG-0001

Official name: Comunidad de Madrid - Consejería de Economía, Hacienda y Empleo

Registration number: S7800001E

Registration number: S7800001E

Department: Dirección General de Patrimonio y Contratación

Postal address: calle Manuel Cortina, 2

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta Central de Compras

Email: compras@madrid.org

Telephone: 914208161

Internet address: <https://contratos-publicos.comunidad.madrid>

Buyer profile: <https://contratos-publicos.comunidad.madrid/>

Roles of this organisation:

Buyer

Central purchasing body awarding public contracts or concluding framework agreements for works, supplies or services intended for other buyers

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal Administrativo de Contratación Pública

Registration number: S7800001E

Registration number: S7800001E

Postal address: calle Manuel Silvela, 15

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: compras@madrid.org

Telephone: 91 720 63 46

Internet address: <https://www.comunidad.madrid/tacp/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 29c11a72-77b2-413a-8807-64174f2442da - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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