

501842-2026 - Competition

Spain – Advertising management services – ACUERDO MARCO PARA LA PRESTACIÓN DE LOS SERVICIOS DE ASESORAMIENTO, PLANIFICACIÓN, NEGOCIACIÓN E INSERCIÓN DE PUBLICIDAD

OJ S 138/2026 21/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Universitat Rovira i Virgili

Email: contractacio.oc@urv.cat

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: ACUERDO MARCO PARA LA PRESTACIÓN DE LOS SERVICIOS DE ASESORAMIENTO, PLANIFICACIÓN, NEGOCIACIÓN E INSERCIÓN DE PUBLICIDAD

Description: Acuerdo Marco para la prestación de los servicios de asesoramiento, planificación, negociación e inserción de publicidad y contenidos en los medios de comunicación de las campañas promocionales de la Universidad Rovira y Virgili y la Fundación de la Universidad Rovira y Virgili

Procedure identifier: fd391b42-a089-42a2-b0ab-dadbb609b343

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

Country subdivision (NUTS): Tarragona (ES514)

Country: Spain

Additional information: Tarragona

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-0000

Title: ACUERDO MARCO PARA LA PRESTACIÓN DE LOS SERVICIOS DE
ASESORAMIENTO, PLANIFICACIÓN, NEGOCIACIÓN E INSERCIÓN DE PUBLICIDAD
Description: Acuerdo Marco para la prestación de los servicios de asesoramiento,
planificación, negociación e inserción de publicidad y contenidos en los medios de
comunicación de las campañas promocionales de la Universidad Rovira y Virgili y la
Fundación de la Universidad Rovira y Virgili

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Tarragona (ES514)

Country: Spain

Additional information: Tarragona

5.1.3. Estimated duration

Duration: 2 Years

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/865462>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/865462>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 21/09/2026 23:59:00 (UTC+01:00) Central European Time,
Western European Summer Time

Duration during which the tender must remain valid: 2 Months

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

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 100

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratacion

8. Organisations

8.1. ORG-0001

Official name: Universitat Rovira i Virgili

Registration number: 865462

Postal address: Escorxador, s/n

Town: No consta

Postcode: 99999

Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)

Country: Spain

Email: contractacio.oc@urv.cat

Telephone: 0034977559502

Fax: 0034977558253

Internet address: <http://www.urv.cat>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: del Foc

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

Notice information

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