

504584-2026 - Competition

Spain – Advertising and marketing services – Gestión de redes sociales para la Autoridad Portuaria de Baleares (APB)

OJ S 138/2026 21/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia de la Autoridad Portuaria de Baleares

Email: contratacion@portsdebalears.com

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Gestión de redes sociales para la Autoridad Portuaria de Baleares (APB)

Description: La contratación por parte de la APB de un servicio integral de gestión, dinamización, seguimiento de métricas de RRSS y optimización de las redes sociales oficiales de la APB.

Procedure identifier: 7641b43f-aa9b-423f-ac8a-9614a3ec85ca

Internal identifier: GST26-0021

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72316000 Data analysis services

2.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 323 595,97 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Motivos de exclusión exclusivamente nacionales

5. Lot

5.1. Lot: LOT-0000

Title: Gestión de redes sociales para la Autoridad Portuaria de Baleares (APB)

Description: La contratación por parte de la APB de un servicio integral de gestión, dinamización, seguimiento de métricas de RRSS y optimización de las redes sociales oficiales de la APB.

Internal identifier: GST26-0021

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72316000 Data analysis services

Options:

Description of the options: El contrato podrá prever prórrogas si sus características permanecen inalterables, sin perjuicio de modificaciones conforme a los arts. 203 a 207 de la LCSP. Se indicarán en el Cuadro de Características, las acordará el órgano de contratación y nunca habrá prórroga por consentimiento tácito.

5.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 4

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Technicians or technical bodies to carry out the work

Description of selection criterion: Técnicos o unidades técnicas

5.1.10. Award criteria

Criterion:

Type: Price

Description: 1. Precio (Puntuación máxima 60 puntos después de haber aplicado el coeficiente de ponderación).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

Criterion:

Type: Quality

Description: 2. Reducción plazo fase 1 (Puntuación máx.6,5 puntos después de aplicar el coef. de ponderación).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 6,5

Criterion:

Type: Quality

Description: 3. Reducción plazo fase 2 (Puntuación máx.6,5 puntos después de aplicar el coef. de ponderación).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 6,5

Criterion:

Type: Quality

Description: 4. Propuestas de servicios adicionales (Máximo 2 puntos después de aplicar el coef. de ponderación).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 2

Criterion:

Type: Quality

Description: 1. Propuesta técnica de gestión integral de redes sociales de la APB (máx. 25 puntos ponderados).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=qKSpsxMcz6S2gkLQ8TeYKA%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=qKSpsxMcz6S2gkLQ8TeYKA%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 17:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 1 Year

Information about public opening:

Opening date: 16/09/2026 10:40:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Autoritat Portuària de Balears - Puerto de Palma

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Presidencia de la Autoridad Portuaria de Baleares - Autoritat Portuària de Balears - Puerto de Palma

Information about review deadlines: 15 días hábiles tras la notificación de la adjudicación.

Organisation providing more information on the review procedures: Presidencia de la Autoridad Portuaria de Baleares - Autoritat Portuària de Balears - Puerto de Palma

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Autoridad Portuaria de Baleares

Registration number: 40060410009001

Registration number: Q0767004E

Town: Palma de Mallorca

Postcode: 07012

Country subdivision (NUTS): Menorca (ES533)

Country: Spain

Contact point: Presidencia de la Autoridad Portuaria de Baleares

Email: contratacion@portsdebalears.com

Telephone: 971228150

Fax: 971726948

Internet address: <http://www.portsdebalears.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=ASLIySzCYfo%3D>

Other contact points:

Official name: Autoritat Portuària de Balears - Puerto de Palma

Town: Mallorca

Postcode: 07012

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

Contact point: Contratación

Email: contratacion@portsdebalears.com

Internet address: <https://seu.portsdebalears.gob.es/contratae/>

Other contact points:

Official name: Autoritat Portuària de Balears - Puerto de Palma

Town: Mallorca

Postcode: 07012

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

Internet address: <https://seu.portsdebalears.gob.es/contratae/>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 14bc999e-e233-4d70-a761-7083826d11e2 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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