

505587-2026 - Competition

Netherlands – Advertising and marketing services – Targeted Mobile & Digital advertising – Zuid Limburg Bereikbaar

OJ S 139/2026 22/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gemeente Maastricht

Email: fenne.vervoort@maastricht.nl

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Targeted Mobile & Digital advertising – Zuid Limburg Bereikbaar

Description: Targeted Mobile & Digital advertising – Zuid Limburg Bereikbaar

Procedure identifier: d026088f-0baf-4a20-ac28-b4cea0038d49

Internal identifier: aa0401c4-9db6-4f5f-b240-515d0486551e

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

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

2.1.3. Value

Estimated value excluding VAT: 400 000,00 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, European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Targeted Mobile & Digital advertising – Zuid Limburg Bereikbaar

Description: Targeted Mobile & Digital advertising – Zuid Limburg Bereikbaar

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: 3 x 1 jaar

5.1.5. Value

Estimated value excluding VAT: 400 000,00 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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document, European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/201765>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/201765>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 14/09/2026 08:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 3 Months

Terms of contract:

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

Electronic invoicing: Required

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: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Limburg

Information about review deadlines: 20 kalenderdagen

Organisation providing more information on the review procedures: Rechtbank Limburg

8. Organisations

8.1. ORG-0001

Official name: Gemeente Maastricht

Registration number: 51488744

Postal address: Markt 78

Town: Maastricht

Postcode: 6211CL

Country subdivision (NUTS): Zuid-Limburg (NL423)

Country: Netherlands

Contact point: Fenne Vervoort

Email: fenne.vervoort@maastricht.nl

Telephone: +31643900214

Internet address: <https://www.gemeentemaastricht.nl/>

Buyer profile: <https://s2c.mercell.com/buyer/2401>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Rechtbank Limburg

Registration number: 82942978

Postal address: Sint Annadal 1

Town: Maastricht

Postcode: 6214 PA

Country subdivision (NUTS): Zuid-Limburg (NL423)

Country: Netherlands

Email: rechtbanklimburg@rechtspraak.nl

Telephone: +310883612222

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

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