

507823-2026 - Competition

France – Advertising services – stratégie médias et d’achat d’espaces publicitaires destinées aux campagnes d’intérêt général et d’information pilotées par les Agences régionales de santé (ARS).

OJ S 139/2026 22/07/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: ARS HDF

Email: ars-hdf-achats-marches@ars.sante.fr

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: stratégie médias et d’achat d’espaces publicitaires destinées aux campagnes d’intérêt général et d’information pilotées par les Agences régionales de santé (ARS).

Description: La présente consultation porte sur la réalisation de prestations de stratégie médias et d’achat d’espaces publicitaires destinées aux campagnes d’intérêt général et d’information pilotées par les Agences régionales de santé (ARS). L’accord-cadre couvre à la fois : • Des missions de conseil stratégique (définition et optimisation des plans médias, média-planning), • Et des prestations opérationne

Procedure identifier: d9111128-baa6-44fd-8b47-80035d6703cd

Internal identifier: 26INT008-AC

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Postal address: Immeuble Onix

Town: EURALILLE

Postcode: 59777

Country subdivision (NUTS): Nord (FRE11)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 6 544 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Sans objet

Applicable cross-border law: Sans objet

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 14

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 14

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Auvergne Rhône- Alpes

Description: La présente consultation porte sur la réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l' Agence régionale de santé Auvergne Rhône Alpes. L'accord-cadre couvre à la fois : • Des missions de conseil stratégique (définition et optimisation des plans médias, média-planning), • Et des prestations opérationnelles (achat d'espaces, déploiement, suivi et évaluation des campagnes).

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): Vienne (FRI34)

Country: France

Additional information: auvergne rhone alpes

5.1.3. Estimated duration

Start date: 01/12/2028

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 422 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0002

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Bretagne

Description: La présente consultation porte sur la réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Bretagne. L'accord-cadre couvre à la fois : • Des missions de conseil stratégique (définition et optimisation des plans médias, média-planning), • Et des prestations opérationnelles (achat d'espaces, déploiement, suivi et évaluation des campagnes)

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: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 332 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0003

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Centre-Val-de-Loire

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'ARS Centre-Val-de-Loire

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 46 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing additional information about the procurement procedure: ARS HDF

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0004

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Corse

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé de Corse

Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 80 000,00 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): no

5.1.9. Selection criteria

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

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0005

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Grand Est

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Grand Est

Internal identifier: 5

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 800 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

5.1. Lot: LOT-0006

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Guyane

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Guyane

Internal identifier: 6

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 120 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

5.1. Lot: LOT-0007

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Hauts-de-France

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Hauts de France

Internal identifier: 7

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 2 000 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0008

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Ile de France

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Ile de France

Internal identifier: 8

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 05/07/2027

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 834 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0009

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Martinique

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Martinique

Internal identifier: 9

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 596 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0010

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Mayotte

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Mayotte

Internal identifier: 10

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 300 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0011

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Normandie

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Normandie

Internal identifier: 11

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 160 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0012

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Nouvelle Aquitaine

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Nouvelle Aquitaine

Internal identifier: 12

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 19/07/2027

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 334 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0013

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Occitanie

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes l' d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Occitanie

Internal identifier: 13

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:09 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 jours

Organisation providing additional information about the procurement procedure: ARS HDF

Organisation providing more information on the review procedures: ARS HDF

5.1. Lot: LOT-0014

Title: Stratégie d'achat d'espaces publicitaires pour l'ARS Pays-de-Loire

Description: réalisation de prestations de stratégie médias et d'achat d'espaces publicitaires destinées aux campagnes d'intérêt général et d'information pilotées par l'Agence Régionale de Santé Pays-de-Loire

Internal identifier: 14

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): Maine-et-Loire (FRG02)

Country: France

Additional information: PAYS DE LOIRE

5.1.3. Estimated duration

Start date: 01/11/2026

Duration end date: 31/10/2030

5.1.5. Value

Maximum value of the framework agreement: 120 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 15/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=3036809&orgAcronyme=h8j>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 10

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: ARS HDF

Information about review deadlines: 11 JOURS

8. Organisations

8.1. ORG-0001

Official name: ARS HDF

Registration number: 130 007 974 00079

Postal address: 556 avenue Willy Brandt

Town: EURALILLE

Postcode: 59777

Country subdivision (NUTS): Nord (FRE11)
Country: France
Contact point: Philippe BAUDINET
Email: ars-hdf-achats-marches@ars.sante.fr
Telephone: 0362727796
Buyer profile: <https://www.marches-publics.gouv.fr/entreprise>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: ARS HDF
Registration number: 13000797400079
Town: EURALILLE
Postcode: 59777
Country subdivision (NUTS): Nord (FRE11)
Country: France

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

10. Change

Version of the previous notice to be changed
:
d764f405-1dc7-4605-a9f1-e8e12ea09fcf-01
Main reason for change
:
Buyer correction

10.1. Change

Section identifier: LOT-0001
Section identifier: LOT-0002
Section identifier: LOT-0003
Section identifier: LOT-0004
Section identifier: LOT-0005
Section identifier: LOT-0006
Section identifier: LOT-0007
Section identifier: LOT-0008
Section identifier: LOT-0009
Section identifier: LOT-0010
Section identifier: LOT-0011
Section identifier: LOT-0012
Section identifier: LOT-0013
Section identifier: LOT-0014
Description of changes: date limite de remise des offres devient le 9 septembre à 23h59

Notice information

Notice identifier/version: 4f395599-07c9-4dc1-a4ef-84a236f8ff49 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 21/07/2026 11:14:41 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 507823-2026

OJ S issue number: 139/2026

Publication date: 22/07/2026