

Ireland-Co. na Gaillimhe.: Advertising and marketing services

OJ S 244/2017 20/12/2017

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair

Town: Co. na Gaillimhe.

NUTS code: IE Éire / Ireland

Postal code: Baile na hAbhann,

Country: Ireland

Contact person: Síle Bhreathnach

E-mail: sile.bhreathnach@tg4.ie

Telephone: +353 91505050

Fax: +353 91505021

Internet address(es):

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=123016&B=ETENDERS_SIMPLE)

[PID=123016&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=123016&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Statutory Body

I.5. Main activity

Other activity: Broadcaster

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

TG4 Airtime & Web Sales

Reference number: TG4 Airtime Sales

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

TG4 is seeking to open technical dialogue with experienced companies in the WEB sales arena and invite your company to participate. In addition to WEB sales it is expected that the tender competition will include airtime sales and sponsorship /product placement.

II.1.5. Estimated total value

Value excluding VAT: 3 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

TG4 is seeking to open technical dialogue with experienced companies in the WEB sales arena and invite your company to participate. In addition to WEB sales it is expected that the tender competition will include airtime sales and sponsorship /product placement.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 3 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Unknown as of yet.

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Unknown as of yet.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 27/01/2018 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Irish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TG4

Postal address: Baile na hAbhann

Town: Co. na Gaillimhe

Postal code: H91 X4T0

Country: Ireland

VI.5. Date of dispatch of this notice

18/12/2017