

512534-2026 - Result

Spain – Advertising services – ACUERDO MARCO para la contratación de espacios en medios de comunicación para la inserción de anuncios y campañas de publicidad de ámbito provincial , 2026-2028, de la Diputación de Salamanca.

OJ S 141/2026 24/07/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia de la Diputación Provincial de Salamanca

Email: contratacion@lasalina.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: ACUERDO MARCO para la contratación de espacios en medios de comunicación para la inserción de anuncios y campañas de publicidad de ámbito provincial , 2026-2028, de la Diputación de Salamanca.

Description: Procedimiento abierto con varios criterios de valoración.

Procedure identifier: 96f43ca6-0cc9-4761-b5b7-cb1c840bf72c

Previous notice: f6eb5813-a151-48c6-a3da-f17a354b5978-01

Internal identifier: 26P.2.1.0001

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Salamanca (ES415)

Country: Spain

2.1.3. Value

Maximum value of the framework agreement: 1 097 586,76 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0002

Title: Lote 2: Prensa escrita diaria en soporte digital y difusión por Internet

Description: Prensa escrita diaria en soporte digital y difusión por Internet

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 subdivision (NUTS): Salamanca (ES415)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 434 710,76 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: 1. Criterio de la Audiencia de cada Medio.

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

Award criterion number: 90

Criterion:

Type: Price

Description: 2. Criterio de porcentaje de baja en los precios de inserción de la publicidad.

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

Award criterion number: 10

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Presidencia de la Diputación Provincial de Salamanca - Diputación Provincial de Salamanca

Information about review deadlines: Cabrá recurso especial en materia de contratación (artículos 44 y ss de la LCSP)

Organisation providing more information on the review procedures: Presidencia de la Diputación Provincial de Salamanca - Tribunal Administrativo de Recursos Contractuales de Castilla y León (TARCYL)

6. Results

Maximum value of the framework agreements in this notice: 263 000,00 EUR

Approximate value of the framework agreements

:

434 710,76

EUR

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 263 000,00 EUR

Re-estimated value of the framework agreement: 434 710,76 EUR

6.1.2. Information about winners

Winner:

Official name: GRUPO PROMOTOR SALMANTINO, S.A.

Tender:

Tender identifier: REF TEN-0001/LOT-0002

Identifier of lot or group of lots: LOT-0002

Value of the tender: 49 165,78 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: LOTE 2 GRUPO PROMOTOR SALMANTINO

Date on which the winner was chosen: 08/06/2026

Date of the conclusion of the contract: 03/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders

Number of tenders or requests to participate received: 8

Range of tenders:

Value of the lowest admissible tender: 0,00 EUR

Value of the highest admissible tender: 0,00 EUR

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Diputación Provincial de Salamanca

Registration number: 31017470145507

Registration number: P3700000G

Town: Salamanca

Postcode: 37002

Country subdivision (NUTS): Salamanca (ES415)

Country: Spain

Contact point: Presidencia de la Diputación Provincial de Salamanca

Email: contratacion@lasalina.es

Telephone: +34 923293183

Fax: +34 923293108

Internet address: <http://www.lasalina.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=2In3buTqKvVDU4etCm0ikw%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Recursos Contractuales de Castilla y León (TARCYL)

Town: Zamora

Postcode: 49001

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: Consejo.Consultivo@cccyl.es

Internet address: <https://www.cccyl.es/es/tribunal-administrativo-recursos-contractuales-castilla-leo>

Other contact points:

Official name: Diputación Provincial de Salamanca

Town: Salamanca

Postcode: 37002

Country subdivision (NUTS): Salamanca (ES415)

Country: Spain

Email: contratacion@lasalina.es

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: GRUPO PROMOTOR SALMANTINO, S.A.

Size of the economic operator: Large

Registration number: A37032364

Town: Salamanca

Postcode: 37004

Country subdivision (NUTS): Salamanca (ES415)

Country: Spain

Email: dgmorate@lagacetadesalamanca.es

Telephone: +34 923125236

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0002

Notice information

Notice identifier/version: 94509e5e-eaf9-4cd8-a903-dd1f3db7b336 - 01

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