

Spain-Murcia: Advertising services

OJ S 182/2022 21/09/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Murcia

National registration number: P3003000A

Postal address: Glorieta de España, 1

Town: Murcia

NUTS code: ES620 Murcia

Postal code: 30004

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Murcia

E-mail: contratacion@ayto-murcia.es

Telephone: +34 968358600

Fax: +34 968358368

Internet address(es):

Main address: <http://www.murcia.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Yk8WDahW4ScQK2TEfXGy%2BA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=hIATcb4zJDerz3GQd5r6SQ%3D%3D

[detalle_licitacion&idEvl=hIATcb4zJDerz3GQd5r6SQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=hIATcb4zJDerz3GQd5r6SQ%3D%3D)

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Yk8WDahW4ScQK2TEfXGy%2BA%3D%3D>

[perfilContratante&idBp=Yk8WDahW4ScQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Yk8WDahW4ScQK2TEfXGy%2BA%3D%3D)

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de gestión de redes sociales, publicidad y difusión y producción de material audiovisual del Servicio de Empleo (2 lotes)

Reference number: P_22_0180

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de gestión de redes sociales, publicidad y difusión y producción de material audiovisual del Servicio de Empleo (2 lotes)

II.1.5. Estimated total value

Value excluding VAT: 323 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Lote 1:Servicio de Gestión publicitaria y campañas de publicidad.

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

Lote 1:Servicio de Gestión publicitaria y campañas de publicidad.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Oferta Técnica Lote 1 / Weighting: 40

Cost criterion - Name: Constratación de personal Lote 1 / Weighting: 12

Cost criterion - Name: Precio Lote 1 / Weighting: 48

II.2.6. Estimated value

Value excluding VAT: 93 500,00 EUR

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

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

II.2. Description

II.2.1. Title

Lote 2: Servicios de producción de material audiovisual.
Lot No: 2

II.2.2. Additional CPV code(s)

92100000 Motion picture and video services, 92111200 Advertising, propaganda and information film and video-tape production

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

Lote 2: Servicios de producción de material audiovisual.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Oferta Técnica Lote 2 / Weighting: 40

Cost criterion - Name: Contratación de personal Lote 2 / Weighting: 12

Cost criterion - Name: Precio Lote 2 / Weighting: 48

II.2.6. Estimated value

Value excluding VAT: 68 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

- Técnicos o unidades técnicas

- Maquinaria, material y equipo técnico para la ejecución del contrato

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: Cláusula 16 PCAP

Promover el empleo de personas con dificultades particulares de inserción en el mercado laboral. Descripción: Cláusula 16 PCAP

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

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: 17/10/2022 Local time: 23:59

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

Spanish

IV.2.7. Conditions for opening of tenders

Date: 27/09/2022 Local time: 10:00

Place:

Ayuntamiento de Murcia

Datos de Dirección:

Calle: Glorieta de España

CP: 30004

Población: Murcia

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ayuntamiento de Murcia

Postal address: Glorieta de España

Town: Murcia

Postal code: 30004

Country: Spain

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Ayuntamiento de Murcia

Postal address: Glorieta de España

Town: Murcia

Postal code: 30004

Country: Spain

VI.5. Date of dispatch of this notice

16/09/2022