

535117-2026 - Competition

Spain – Advertising management services – Servicio de publicidad de la oferta académica de másteres y estudios de postgrado de la Universidad Carlos III de Madrid

OJ S 147/2026 03/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Rector de la Universidad Carlos III de Madrid

Email: licitacion@listserv.uc3m.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Servicio de publicidad de la oferta académica de másteres y estudios de postgrado de la Universidad Carlos III de Madrid

Description: Servicio de publicidad de la oferta académica de másteres y estudios de postgrado de la Universidad Carlos III de Madrid

Procedure identifier: 3227a208-1f41-403d-a958-5a018379874d

Internal identifier: 2026/0005945

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 487 332,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Se contestará en DEUC

Breaching of obligations in the fields of environmental law: Se contestará en DEUC

Business activities are suspended: Se contestará en DEUC

Money laundering or terrorist financing: Se contestará en DEUC

Assets being administered by liquidator: Se contestará en DEUC

Fraud: Se contestará en DEUC

Terrorist offences or offences linked to terrorist activities: Se contestará en DEUC
Bankruptcy: Se contestará en DEUC
Agreements with other economic operators aimed at distorting competition: Se contestará en DEUC
Participation in a criminal organisation: Se contestará en DEUC
Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Se contestará en DEUC
Conflict of interest due to its participation in the procurement procedure: Se contestará en DEUC
Grave professional misconduct: Se contestará en DEUC
Breaching obligation relating to payment of taxes: Se contestará en DEUC
Breaching of obligations in the fields of labour law: Se contestará en DEUC
Direct or indirect involvement in the preparation of this procurement procedure: Se contestará en DEUC
Insolvency: Se contestará en DEUC
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Se contestará en DEUC
Breaching of obligations set under purely national exclusion grounds: Se contestará en DEUC
Breaching of obligations in the fields of social law: Se contestará en DEUC
Breaching obligation relating to payment of social security contributions: Se contestará en DEUC
Arrangement with creditors: Se contestará en DEUC
Early termination, damages, or other comparable sanctions: Se contestará en DEUC
Child labour and including other forms of trafficking in human beings: Se contestará en DEUC

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de publicidad de la oferta académica de másteres y estudios de postgrado de la Universidad Carlos III de Madrid

Description: Servicio de publicidad de la oferta académica de másteres y estudios de postgrado de la Universidad Carlos III de Madrid

Internal identifier: 2026/0005945

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

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: Notice
Criterion: General yearly turnover
Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services
Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Oferta económica.

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

Award criterion number: 49

Criterion:

Type: Quality

Description: Incremento del número de clics mínimos .

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Memoria técnica.

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

Award criterion number: 41

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=RdayGmnknDzVGIpKDxgsAQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=RdayGmnknDzVGIpKDxgsAQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 22/09/2026 12:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: mesa virtual

Terms of contract:

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

Conditions relating to the performance of the contract: Reducción de las emisiones de gases de efecto invernadero, Mantenimiento y mejora de los valores medioambientales que puedan verse afectados por la ejecución del contrato, con la reducción de la impresión en papel..

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rector de la Universidad Carlos III de Madrid - Dirección Recepción de Recursos

Information about review deadlines: Recurso especial en materia de contratación en el plazo de quince días hábiles desde el día siguiente a la fecha de remisión de esta notificación, de conformidad con lo dispuesto en el art. 51 de la Ley de Contratos del Sector Público.

8. Organisations

8.1. ORG-0001

Official name: Rector de la Universidad Carlos III de Madrid

Registration number: 10874020131162

Registration number: Q2818029G

Town: Getafe(Madrid)

Postcode: 28903

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Rector de la Universidad Carlos III de Madrid

Email: licitacion@listserv.uc3m.es

Telephone: 916245808

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2F%2BU5Y%2FEm4qIQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Dirección Recepción de Recursos

Town: Getafe

Postcode: 28903

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: licitacion@listserv.uc3m.es

Telephone: 916245808

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: fca166a1-b85b-46a5-8f62-224adcf91445 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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