

Spain-Cambrils: Advertising and marketing services

OJ S 222/2020 13/11/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ajuntament de Cambrils
National registration number: P43038001
Postal address: Plaza Ajuntament, 4
Town: Cambrils
NUTS code: ES España
Postal code: 43850
Country: Spain
E-mail: com@cambrils.org
Telephone: +34 977794579
Fax: +34 977794572
Internet address(es):
Main address: <http://seu.cambrils.cat>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://seu.cambrils.cat>
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

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de publicidad institucional en los medios de comunicación del Ayuntamiento de Cambrils y sus organismos autónomos

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de publicidad institucional en los medios de comunicación del Ayuntamiento de Cambrils y sus organismos autónomos.

II.1.5. Estimated total value

Value excluding VAT: 895 867,76 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for one lot only

II.2. Description

II.2.1. Title

Contratación de una central de medios que se encargue de la gestión e inserción de la publicidad institucional del Ayuntamiento de Cambrils en medios de comunicación impresos, digitales, radio y telev

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Contratación de una central de medios que se encargue de la gestión e inserción de la publicidad institucional del Ayuntamiento de Cambrils en medios de comunicación impresos, digitales, radio y televisión, incluida la publicación de edictos.

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

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Hasta tres anualidades.

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

Contratación de la redacción, maquetación, impresión y distribución del boletín quincenal «Tot Municipal», en formato d ptico, encajado y grapado en una publicaci3n de distribuci3n local, semanal o quincenal
Lot No: 2

II.2.2. Additional CPV code(s)

22200000 Newspapers, journals, periodicals and magazines, 22100000 Printed books, brochures and leaflets

II.2.3. Place of performance

NUTS code: ES Espa a

II.2.4. Description of the procurement

Contrataci3n de la redacci3n, maquetaci3n, impresi3n y distribuci3n del bolet n quincenal «Todo Municipal», en formato d ptico, encajado y grapado en una publicaci3n de distribuci3n local, semanal o quincenal.

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

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Hasta tres anualidades.

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

Contrataci3n del servicio de recopilaci3n de prensa digital (clipping) para el seguimiento diario de las noticias sobre el Ayuntamiento de Cambrils y el municipio
Lot No: 3

II.2.2. Additional CPV code(s)

92400000 News-agency services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Contratación del servicio de recopilación de prensa digital (clipping) para el seguimiento diario de las noticias sobre el Ayuntamiento de Cambrils y el municipio.

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

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Hasta tres anualidades.

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 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: 09/12/2020 Local time: 14:00

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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 11/12/2020 Local time: 10:00

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: Ajuntament de Cambrils

Town: Cambrils

Country: Spain

Internet address: <http://seu.cambrils.cat>

VI.5. Date of dispatch of this notice

09/11/2020