

Spain-Mérida: Advertising and marketing services
OJ S 222/2020 13/11/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Alcaldía del Ayuntamiento de Mérida

National registration number: P0608300J

Postal address: Plaza de España, 1

Town: Mérida

NUTS code: ES431 Badajoz

Postal code: 06800

Country: Spain

Contact person: Alcaldía del Ayuntamiento de Mérida

E-mail: contratacion@merida.es

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=aT9pWdFkUVQK2TEfXGy%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 dirigido a la compra de espacios en medios de comunicación y demás soportes publicitarios, necesarios para la difusión de campañas de publicidad institucional del Ayuntamiento de Mérida

Reference number: 58cM.20

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio dirigido a la compra de espacios en medios de comunicación y demás soportes publicitarios, necesarios para la difusión de campañas de publicidad institucional del Ayuntamiento de Mérida.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 168 595,04 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES431 Badajoz

Main site or place of performance: Ayuntamiento de Mérida, Plaza de España, 1, 06800 Mérida.

II.2.4. Description of the procurement

Servicio dirigido a la compra de espacios en medios de comunicación y demás soportes publicitarios, necesarios para la difusión de campañas de publicidad institucional del Ayuntamiento de Mérida.

II.2.5. Award criteria

Quality criterion - Name: Calidad técnica de la oferta / Weighting: 30

Cost criterion - Name: Comisión de agencia / Weighting: 10

Cost criterion - Name: Oferta económica compra de espacios publicitarios / Weighting: 60

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 148-363292](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 58cM.20

Title:

Servicio dirigido a la compra de espacios en medios de comunicación y demás soportes publicitarios, necesarios para la difusión de campañas de publicidad institucional del Ayuntamiento de Mérida

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/11/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Marín y Asociados, S. A.

National registration number: A41147380

Postal address: Alameda de Hércules, 12, 2.^a planta

Town: Sevilla

NUTS code: ES España

Postal code: 41002

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 168 595,04 EUR

Total value of the contract/lot: 168 595,04 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ayuntamiento de Mérida

Postal address: Plaza de España, 1

Town: Mérida

Postal code: 06800

Country: Spain

E-mail: contratacion@merida.es

Telephone: +34 924380106

VI.5. Date of dispatch of this notice

10/11/2020

