

France-Paris: Advertising services
OJ S 194/2022 07/10/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Cinémathèque française

Postal address: 51 rue de Bercy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: g.pons@cinematheque.fr

Telephone: +33 171193415

Internet address(es):

Main address: <http://www.cinematheque.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise>.

[EntrepriseAdvancedSearch&AllCons&id=2106811&orgAcronyme=s2d](https://www.marches-publics.gouv.fr/EntrepriseAdvancedSearch&AllCons&id=2106811&orgAcronyme=s2d)

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

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Achat d'espaces publicitaires pour le compte de la Cinémathèque française

Reference number: AC1077-2022

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line (affichage essentiellement sponsorings sur réseaux sociaux, diffusion de vidéos sur le web, campagnes display, campagnes desktop et mobile...).

II.1.5. Estimated total value

Value excluding VAT: 2 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Achat d'espaces publicitaires offline
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line

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

Value excluding VAT: 1 500 000,00 EUR

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:

L'accord cadre est conclu pour une durée initiale d'un (1) an à compter du 1er janvier 2023, ou de sa date de notification si celle-ci est postérieure. Il est reconduit trois (3) fois annuellement par reconduction tacite.

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

Achat d'espaces publicitaires online
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line

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:

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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.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 07/11/2022 Local time: 12:00

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

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 07/11/2022 Local time: 15:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

10/2026

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance (TGI) de Paris

Postal address: 4, Boulevard du Palais

Town: Paris

Postal code: 75055

Country: France

Internet address: <http://www.justice.gouv.fr/>

VI.4.2. Body responsible for mediation procedures

Official name: Comité consultatif national des règlements amiables de litiges

Postal address: 6 rue Louise Weiss

Town: Paris

Postal code: 75013

Country: France

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

Official name: Tribunal de Grande Instance (TGI) de Paris

Postal address: 4, Boulevard du Palais

Town: Paris

Postal code: 75055

Country: France

Internet address: <http://www.justice.gouv.fr>

VI.5. Date of dispatch of this notice

03/10/2022