

Spain-Seville: Advertising services

OJ S 183/2023 22/09/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Andalucía — Consejería de Educación y Deporte

National registration number: S4111001F

Postal address: C/ Juan Antonio de Vizarrón, s/n, edificio Torretriana

Town: SEVILLA

NUTS code: ES618 Sevilla

Postal code: 41071

Country: Spain

Contact person: Fernando Valverde Sánchez

E-mail: contratacion.ced@juntadeandalucia.es

Telephone: +34 955065480 / 955064172

Fax: +34 955064003

Internet address(es):

Main address: <https://juntadeandalucia.es/temas/contratacion-publica.html>

Address of the buyer profile: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://www.ceh.junta-andalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/buscador-general.jsf?organismo=&perfilContratante=CEYD01

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

PLANIFICACIÓN DE MEDIOS, EJECUCIÓN DE PLANES DE MEDIOS Y COMPRA DE ESPACIOS EN SOPORTES PUBLICITARIOS PARA LAS ACCIONES DE COMUNICACIÓN INSTITUCIONAL DE CDEFP SOBRE PROGRAMAS FINANCIADOS CON FEDE

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

La presente contratación tiene por objeto la planificación estratégica y compra de espacios publicitarios en los diferentes soportes de los medios de comunicación de prensa (tanto impresa como digital), radio y televisión. También es objeto de la contratación la ejecución y seguimiento de las acciones de comunicación institucional y de las campañas informativas y divulgativas que la Consejería de la Desarrollo Educativo y Formación Profesional de la Junta de Andalucía quiera llevar a cabo en el marco de las competencias que tiene atribuidas.

II.1.5. Estimated total value

Value excluding VAT: 612 028,92 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

Prensa, radio y televisión
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en los distintos medios de comunicación (PRENSA, RADIO Y TELEVISIÓN)

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: 550 826,03 EUR

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

Duration in months: 3
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:
yes

Identification of the project: Tipo de Fondo: FEDER, Marco 14-20Porcentaje de Cofinanciación: 80 %

II.2.14. Additional information

II.2. Description

II.2.1. Title

Redes sociales
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en las distintas REDES SOCIALES, dada la evolución de los medios de comunicación hacia la integración de diversos soportes publicitarios (páginas web, emisoras de radiodifusión, podcasts, canales de televisión, contenidos audiovisuales incrustados en páginas webs, plataformas de contenidos audiovisuales a la carta, etc.) se ha optado por agrupar todos los soportes de los diferentes de medios de comunicación (prensa, radio y televisión)

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: 61 202,89 EUR

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

Duration in months: 3

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:
yes

Identification of the project: Tipo de Fondo: FEDER, Marco 14-20Porcentaje de Cofinanciación: 80 %

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 146-467437](#)

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

Date: 02/10/2023 Local time: 20:00

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

Spanish

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

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 03/10/2023 Local time: 09:00

Place:

SIREC (PORTAL DE LICITACIÓN ELECTRÓNICA)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Recursos Contractuales

Postal address: Calle Castelar Nº 22

Town: SEVILLA

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 600161382

Fax: +34 955515041

Internet address: <https://juntadeandalucia.es/organismos/haciendayfinanciacioneuropea/consejeria/adscritos/tarc.html>

VI.5. Date of dispatch of this notice

18/09/2023