

Spain-Valencia: Advertising services

OJ S 240/2019 12/12/2019

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero, 7

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

E-mail: aporras@cac.es

Telephone: +34 961974400

Fax: +34 961974471

Internet address(es):Main address: <http://www.cac.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=A1XHLrPp5Mwuf4aBO%2BvQIQ%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Other type: Otras entidades del sector público

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Contratación, por lotes, de la campaña de publicidad 2020 de Ciudad de las Artes y de las Ciencias, S. A.

Reference number: PA 46/19

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación, por lotes, de la campaña de publicidad 2020 de Ciudad de las Artes y de las Ciencias, S. A.

II.1.5. Estimated total value

Value excluding VAT: 824 550,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

II.2. Description

II.2.1. Title

Campaña de publicidad y divulgación de la Ciudad de las Artes y de las Ciencias en prensa, radio, medios de información online y televisión en la Comunidad Valenciana

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad y divulgación de la Ciudad de las Artes y de las Ciencias en prensa, radio, medios de información online y televisión en la Comunidad Valenciana.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L1_ B.1. Programas en directo / Weighting: 16

Quality criterion - Name: L1_ B.2. Inserciones redaccionales conseguidas / Weighting: 14

Cost criterion - Name: L1. Mejora inserciones / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 421 550,00 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

No hay posibilidad de prórroga.

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

Campaña de publicidad de la Ciudad de las Artes y de las Ciencias y/o de sus contenidos en soportes de exterior y online
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de la Ciudad de las Artes y de las Ciencias y/o de sus contenidos en soportes de exterior y online.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L2. Medios adicionales / Weighting: 49

Cost criterion - Name: L2. Mejoras insercioens / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 370 000,00 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

No hay posibilidad de prórroga.

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

Campaña de publicidad de espacios alquilables

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de espacios alquilables.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L3. Valoración del resto de medios ofertados no obligatorios en la campaña de actos y eventos / Weighting: 49

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 18 000,00 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

No hay posibilidad de prórroga.

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

Creatividad de productos y servicios de la Ciudad de las Artes y de las Ciencias
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Creatividad de productos y servicios de la Ciudad de las Artes y de las Ciencias.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L4. Diseño creatividad propuesta 20 aniversario Museu / Weighting: 49

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 15 000,00 EUR

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

Duration in months: 9

This contract is subject to renewal: yes

Description of renewals:

No hay posibilidad de prórroga.

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio. Descripción: valor del lote. Se puede sustituir por la clasificación.

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: de acuerdo con lo previsto en el apartado X del anexo I del PCAP.

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: 16/01/2020 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: 03/02/2020 Local time: 11:03

Information about authorised persons and opening procedure: Descripción: de acuerdo con el artículo 157 4 de la LCSP, no se realizará acto público para la apertura de la oferta económica.

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: Tribunal Administrativo Central de Recursos Contractuales (TACRC)

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://sedeminhap.gob.es>

VI.5. Date of dispatch of this notice

09/12/2019