

Spain-Alcoy: Advertising and marketing services

OJ S 215/2022 08/11/2022

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Alcoy

National registration number: P0300900H

Postal address: Plaza de España, 1

Town: Alcoy

NUTS code: ES521 Alicante/Alacant

Postal code: 03801

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Alcoy

E-mail: contratacion@alcoi.org

Telephone: +34 965537102

Fax: +34 965537188

Internet address(es):Main address: <http://www.ajualcoi.org>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=d%2BuNhR1jnOkQK2TEfXGy%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=eVjHzyEvF%2FnnSoTX3z%2F7wA%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=d%2BuNhR1jnOkQK2TEfXGy%2BA%3D%3D>

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

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 compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

Reference number: C.1290

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 compra, planificación y seguimiento de los anuncios de publicidad sobre las actividades y campañas promocionales culturales del Ayuntamiento de Alcoy.

II.1.5. Estimated total value

Value excluding VAT: 522 314,04 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description

II.2.1. Title

Lote 1 - Publicidad Institucional

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 1 - Publicidad Institucional

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Plan de medios y memoria explicativa lote 1 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 1 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 1 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 1 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 1 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 1 / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 152 892,56 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:
Un Año

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

Lote 2- Promoción turística
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 2- Promoción turística

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 2 / Weighting: 18

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación por campaña lote 2 / Weighting: 82

II.2.6. Estimated value

Value excluding VAT: 37 190,08 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:

Un Año

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

Lote 3 - Promoción cultural
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Lote 3 - Promoción cultural

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Plan de medios y memoria explicativa lote 3 / Weighting: 20

Cost criterion - Name: Mejoras en los espacios o campañas sin coste lote 3 / Weighting: 12

Cost criterion - Name: Reducción del plazo de pago a los soportes en los que se haga publicidad lote 3 / Weighting: 6

Cost criterion - Name: Tratamiento de anuncios urgentes lote 3 / Weighting: 2

Cost criterion - Name: Descuento sobre los precios en las categorías de prensa, radio, medios digitales y televisión lote 3 / Weighting: 40

Cost criterion - Name: Un porcentaje de agencia sobre el importe de facturación lote 3 / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 71 074,38 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:

Un Año

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

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

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: no

IV.2. Administrative information

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

Date: 12/12/2022 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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 27/12/2022 Local time: 12:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

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: Junta de Gobierno del Ayuntamiento de Alcoy

Postal address: Plaza de España, 1

Town: Alcoy

Postal code: 03801

Country: Spain

VI.5. Date of dispatch of this notice

03/11/2022