

Spain-Elda: Advertising 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 Elda
National registration number: P0306600H
Postal address: Plaza de la Constitución, 1
Town: Elda
NUTS code: ES521 Alicante/Alacant
Postal code: 03600
Country: Spain
Contact person: Junta de Gobierno del Ayuntamiento de Elda
E-mail: contratacion@elda.es
Telephone: +34 965380402
Fax: +34 966989216

Internet address(es):

Main address: <http://www.elda.es>
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=KSC27rXD1OsQK2TEfXGy%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=LNugv26XsUyXQV0WE7IYPw%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=KSC27rXD1OsQK2TEfXGy%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 de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

Reference number: 001/2022/14430

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

II.1.5. Estimated total value

Value excluding VAT: 520 661,15 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Servicio de gestión integral para la difusión de publicidad institucional del Ayuntamiento de Elda en medios de comunicación.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Organización y Experiencia personal adscrito al servicio / Weighting: 40

Cost criterion - Name: 1- Descuento sobre Tarifas Generales publicadas en Anexo A (en %) / Weighting: 40

Cost criterion - Name: 2- Comisión de agencia / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 520 661,15 EUR

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

Duration in months: 12

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:
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

List and brief description of selection criteria:
Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:
- Trabajos realizados

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: 05/12/2022 Local time: 23:59

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.2.7. Conditions for opening of tenders

Date: 12/12/2022 Local time: 12:45

Place:

Ayuntamiento de Elda

Datos de Dirección:

Calle: Plaza Constitución, nº 1

CP: 03600

Población: Elda

País: España

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: Ayuntamiento de Elda

Postal address: Plaza Constitución, nº 1

Town: Elda

Postal code: 03600

Country: Spain

VI.5. Date of dispatch of this notice

03/11/2022