

Spain-Malaga: Advertising services
OJ S 198/2023 13/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

National registration number: A-93/090744

Postal address: Calle Compañía 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía 40

E-mail: contratacion@andalucia.org

Telephone: +34 951299300

Internet address(es):

Main address: <http://www.juntadeandalucia.es/contratacion>

Address of the buyer profile: <http://www.juntadeandalucia.es/contratacion>

I.4. Type of the contracting authority

Other type: Empresa Pública

I.5. Main activity

Other activity: Promocionar el Turismo y el Deporte

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de servicios para la Planificación y compra de espacios publicitarios para la promoción de establecimientos hoteleros para Nómadas Digitales.

Reference number: C101-13DC-0523-0040

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de servicios para la Planificación y compra de espacios publicitarios para la promoción de establecimientos hoteleros para Nómadas Digitales

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Contratación de servicios para la Planificación y compra de espacios publicitarios para la promoción de establecimientos hoteleros para Nómadas Digitales

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el pliego de cláusulas particulares" / Weighting: 100

Cost criterion - Name: Los recogidos en el pliego de cláusulas particulares" / Weighting: 100

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: El contrato será cofinanciado con cargo a Fondos FEDER:
Programa Operativo Integrado de Andalucía 2014-2020 (tasa de cofinanciación 80%)
Andalucía se Mueve con Europa."

II.2.14. Additional information

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 108-339322](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Contratación de servicios para la Planificación y compra de espacios publicitarios para la promoción de establecimientos hoteleros para Nómadas Digitales.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/09/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ADQUIVER MEDIA, S.L.

National registration number: B76248046

Postal address: Calle Eduardo Benot, 1. (Oficinas). 6a Planta – Oficina Única

Town: Las Palmas de Gran Canaria, Las Palmas

NUTS code: ES70 Canarias

Postal code: 35007

Country: Spain

E-mail: daniel.romero@adquiver.com

Telephone: +34 669825430

Fax: +34 669825430

Internet address: <https://adquiver.com/es/>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

10/10/2023