

627520-2026 - Competition

Netherlands – Advertising services – Exploitation of Advertising Media

OJ S 176/2026 11/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Schiphol Nederland B.V.

Email: merel.van.dorp@schiphol.nl

Legal type of the buyer: Public undertaking

The buyer is a contracting entity

Activity of the contracting entity: Airport-related activities

2. Procedure

2.1. Procedure

Title: Exploitation of Advertising Media

Description: Tender for the commercial exploitation, management, and development of Schiphol Airport's media portfolio, comprising more than 1,000 advertising assets across landside and terminal areas.

Procedure identifier: b38df694-d4b1-4dd3-afc5-a59eaa181cd0

Internal identifier: 64741a99-1439-434d-a9ac-5eccc1ae52de

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Additional information: See the Tendering Guide

2.1.3. Value

Estimated value excluding VAT: 426 000 000,00 EUR

2.1.4. General information

Additional information: See the Tendering Guide.

Legal basis:

Directive 2014/23/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Lot 1: Schiphol

Description: Lot 1 covers the commercial exploitation and management of all Advertising Assets at Amsterdam Airport Schiphol (AMS). The scope includes all landside and airside advertising assets within the terminal complex, air bridges across the pier network, advertising assets located around Jan Dellaertplein, the triangular billboard in front of the terminal building, and smaller-format advertising assets located within the Haarlemmermeer municipality. Advertising assets along the A4 motorway are excluded from this Lot and are included in Lot 3.

Internal identifier: 45e9cbea-519f-449a-b0f6-7b8487a67623

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Additional information: See documentation

5.1.3. Estimated duration

Start date: 01/06/2027

Duration end date: 31/12/2032

5.1.5. Value

Estimated value excluding VAT: 364 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: AC1 Price

Description: AC1.1 Minimum Annual Guarantee AC1.2 Variable Fee

Category of award weight criterion: Weight (points, exact)

Award criterion number: 50

Criterion:

Type: Quality

Name: AC2 Qualitative business plan

Description: SNBV aims to appoint a Concession Holder that is capable of maximizing the commercial performance while ensuring alignment with SNBV's strategic objectives and enhancing the overall passenger experience.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 37,5

Criterion:

Type: Quality

Name: AC2 Implementation plan

Description: SNBV aims to ensure a smooth, controlled and timely transition towards the operational phase of the concession, minimizing disruption to ongoing media activities and maximizing continuity of revenue and service delivery.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 12,5

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/232041>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/232041>

Languages in which tenders or requests to participate may be submitted: English

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 20/11/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: yes

Additional information about the non-disclosure agreement: See the Tendering Guide.

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Den Haag

Organisation providing additional information about the procurement procedure: Schiphol Nederland B.V.

Organisation providing more information on the review procedures: Schiphol Nederland B.V.

5.1. Lot: LOT-0002

Title: Lot 2: Other national airports

Description: Lot 2 covers the commercial exploitation and management of all Advertising Assets at Eindhoven Airport, Rotterdam The Hague Airport, and Lelystad Airport, with the latter to be incorporated upon commencement of commercial operations. The scope includes all existing advertising assets at these airports, as well as any future billboard assets that may be introduced as part of the portfolio.

Internal identifier: 1cf729fc-442f-426d-b3c7-256b69d2f33d

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Eindhoven Airport, Rotterdam The Hague Airport, and Lelystad Airport

5.1.3. Estimated duration

Start date: 01/06/2027

Duration end date: 31/12/2032

5.1.5. Value

Estimated value excluding VAT: 32 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: AC1 Price

Description: AC1.1 Minimum Annual Guarantee AC1.2 Variable Fee

Category of award weight criterion: Weight (points, exact)

Award criterion number: 50

Criterion:

Type: Quality

Name: AC2 Qualitative business plan

Description: SNBV aims to appoint a Concession Holder that is capable of maximizing the commercial performance while ensuring alignment with SNBV's strategic objectives and enhancing the overall passenger experience.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 37,5

Criterion:

Type: Quality

Name: AC2 Implementation plan

Description: SNBV aims to ensure a smooth, controlled and timely transition towards the operational phase of the concession, minimizing disruption to ongoing media activities and maximizing continuity of revenue and service delivery.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 12,5

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/232041>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/232041>

Languages in which tenders or requests to participate may be submitted: English

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 20/11/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: yes

Additional information about the non-disclosure agreement: See the Tendering Guide.

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Den Haag

Organisation providing additional information about the procurement procedure: Schiphol Nederland B.V.

Organisation providing more information on the review procedures: Schiphol Nederland B.V.

5.1. Lot: LOT-0003

Title: Lot 3: Billboards Amsterdam Airport Schiphol

Description: Lot 3 covers the commercial exploitation and management of the billboard advertising assets located around Amsterdam Airport Schiphol. The scope comprises 11 monopole billboard structures situated along the A4 motorway and the main entrance road to the airport. The billboard located directly in front of the terminal building is excluded from this Lot and forms part of Lot 1.

Internal identifier: 1fe00946-1c52-4cb7-b527-1345ddc0434a

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Additional information: See documentation

5.1.3. Estimated duration

Start date: 01/06/2027

Duration end date: 31/12/2032

5.1.5. Value

Estimated value excluding VAT: 30 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: AC1 Price

Description: AC1.1 Minimum Annual Guarantee AC1.2 Variable Fee

Category of award weight criterion: Weight (points, exact)

Award criterion number: 50

Criterion:

Type: Quality

Name: AC2 Qualitative business plan

Description: SNBV aims to appoint a Concession Holder that is capable of maximizing the commercial performance while ensuring alignment with SNBV's strategic objectives and enhancing the overall passenger experience.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 37,5

Criterion:

Type: Quality

Name: AC2 Implementation plan

Description: SNBV aims to ensure a smooth, controlled and timely transition towards the operational phase of the concession, minimizing disruption to ongoing media activities and maximizing continuity of revenue and service delivery.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 12,5

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/232041>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/232041>

Languages in which tenders or requests to participate may be submitted: English

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 20/11/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: yes

Additional information about the non-disclosure agreement: See the Tendering Guide.

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Den Haag

Organisation providing additional information about the procurement procedure: Schiphol Nederland B.V.

Organisation providing more information on the review procedures: Schiphol Nederland B.V.

8. Organisations

8.1. ORG-0001

Official name: Schiphol Nederland B.V.

Registration number: 34166584

Postal address: Evert van de Beekstraat 202

Town: Schiphol

Postcode: 1118CP

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Contact point: Merel van Dorp

Email: merel.van.dorp@schiphol.nl

Telephone: +31628765717

Internet address: <https://www.schiphol.nl>

Buyer profile: <https://s2c.mercell.com/buyer/31189>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Rechtbank Den Haag

Registration number: 82946175

Town: Den Haag

Postcode: 2595 AJ

Country subdivision (NUTS): Zuidoost-Zuid-Holland (NL364)

Country: Netherlands

Email: info.gerechtshofdenhaag@rechtspraak.nl

Telephone: +31883616161

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 9c605837-1bc1-4549-9253-4168d0a41705 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 19

Notice dispatch date: 09/09/2026 16:01:52 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 09/09/2026 20:56:25 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 627520-2026

OJ S issue number: 176/2026

Publication date: 11/09/2026