

636168-2026 - Competition

Poland – Advertising and marketing services – Planowanie i zakup powierzchni na nośnikach typu „Backlight” usytuowanych na terenie miasta Warszawy

OJ S 179/2026 16/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Miasto Stołeczne Warszawa

Email: zamowieniabzp@um.warszawa.pl

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Planowanie i zakup powierzchni na nośnikach typu „Backlight” usytuowanych na terenie miasta Warszawy

Description: Przedmiotem zamówienia jest planowanie i zakup powierzchni na nośnikach typu „Backlight” usytuowanych na terenie miasta Warszawy. Przedmiot zamówienia w zakresie szczegółowym określony został we wzorze umowy z załącznikami, stanowiącym Załącznik nr 1 do SWZ.

Procedure identifier: b1eb68c6-6073-4818-9ec8-74d0a35c879d

Internal identifier: ZP/ABN/271/III-153/26

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Miasto Warszawa (PL911)

Country: Poland

2.1.4. General information

Additional information: Zamawiający przewiduje możliwość udzielenia zamówień, o których mowa w art. 214 ust. 1 pkt 7 ustawy, do wysokości kwoty 1 500 000,00 zł brutto.

Legal basis:

Directive 2014/24/EU

European Legislation Identifier -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Planowanie i zakup powierzchni na nośnikach typu „Backlight” usytuowanych na terenie miasta Warszawy

Description: Przedmiotem zamówienia jest planowanie i zakup powierzchni na nośnikach typu „Backlight” usytuowanych na terenie miasta Warszawy. Przedmiot zamówienia w zakresie szczegółowym określony został we wzorze umowy z załącznikami, stanowiącym Załącznik nr 1 do SWZ.

Internal identifier: ZP/ABN/271/III-153/26

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: NIE DOTYCZY

5.1.2. Place of performance

Country subdivision (NUTS): Miasto Warszawa (PL911)

Country: Poland

5.1.3. Estimated duration

Start date: 02/11/2026

Duration end date: 31/10/2027

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: cena brutto; waga kryterium: 100%

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

Award criterion number: 100

5.1.11. Procurement documents

Address of the procurement documents: <https://zamowienia.um.warszawa.pl/pn/umw/demand/320047/notice/public/details>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://zamowienia.um.warszawa.pl>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 19/10/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 19/10/2026 11:10:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Conditions relating to the performance of the contract: Zgodnie z SWZ

Electronic invoicing: Not allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Krajowa Izba Odwoławcza

Information about review deadlines: dział IX ustawy Pzp

Organisation providing additional information about the procurement procedure: Miasto Stołeczne Warszawa

Organisation providing offline access to the procurement documents: Miasto Stołeczne Warszawa

Organisation receiving requests to participate: Miasto Stołeczne Warszawa

Organisation processing tenders: Miasto Stołeczne Warszawa

8. Organisations

8.1. ORG-0001

Official name: Miasto Stołeczne Warszawa

Registration number: 5252296818

Department: Urząd m.st. Warszawy

Postal address: Plac Bankowy 3/5

Town: Warszawa

Postcode: 00-950

Country subdivision (NUTS): Miasto Warszawa (PL911)

Country: Poland

Contact point: Biuro Zamówień Publicznych

Email: zamowieniabzp@um.warszawa.pl

Telephone: +4822 443-14-00

Fax: +4822 443-14-00

Internet address: <https://um.warszawa.pl>

Information exchange endpoint (URL): <https://zamowienia.um.warszawa.pl>

Roles of this organisation:

Buyer

Procurement service provider
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0003

Official name: Krajowa Izba Odwoławcza
Registration number: 5262239325
Town: Warszawa
Postcode: 02-676
Country subdivision (NUTS): Miasto Warszawa (PL911)
Country: Poland
Email: odwolania@uzp.gov.pl
Telephone: +48 224587801
Roles of this organisation:
Review organisation

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: b6aed0c0-d917-46e9-b325-9e0b4919889e - 01
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Notice type: Contract or concession notice – standard regime
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