

**Spain-Santiago de Compostela: Advertising services**

OJ S 252/2020 28/12/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Consellería del Medio Rural

National registration number: S1511001H

Postal address: C/ San Caetano, s/n, 1.º piso, edificio posterior derecho, 4

Town: Santiago de Compostela

NUTS code: ES111 A Coruña

Postal code: 15781

Country: Spain

E-mail: [licitacion.mediorural@xunta.gal](mailto:licitacion.mediorural@xunta.gal)

Telephone: +34 981545737 / 981545748

Fax: +34 981544047

**Internet address(es):**

Main address: <http://www.xunta.gal/medio-rural/perfil-do-contratante>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.contratosdegalicia.gal/licitacion?N=799950>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://silex.](https://silex.conselleriadefacenda.es/SLE_Internet/)

[conselleriadefacenda.es/SLE\\_Internet/](https://silex.conselleriadefacenda.es/SLE_Internet/)

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Other activity: Medio Rural

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Servicio de desarrollo de campañas de publicidad del Programa de Desarrollo Rural de Galicia 2014-2020, durante los años 2021 y 2022, cofinanciado con cargo al FEADER

Reference number: 22/2020

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Elaboración y desarrollo integral de la campaña de información y promoción del Programa de Desarrollo Rural de Galicia 2014-2020 (PDR), durante los años 2021 y 2022, que se deben llevar a cabo anualmente en cumplimiento de la normativa comunitaria.

#### **II.1.5. Estimated total value**

Value excluding VAT: 416 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: ES11 Galicia

#### **II.2.4. Description of the procurement**

Elaboración y desarrollo integral de la campaña de información y promoción del Programa de Desarrollo Rural de Galicia 2014-2020 (PDR), durante los años 2021 y 2022, que se deben llevar a cabo anualmente en cumplimiento de la normativa comunitaria.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Investigación, target y análisis / Weighting: 10

Quality criterion - Name: Objetivos, estrategia y mix de medios / Weighting: 17

Quality criterion - Name: Planificación táctica / Weighting: 17

Quality criterion - Name: Evaluación previa del resultado / Weighting: 6

Cost criterion - Name: Costes de inserción / Weighting: 45

Cost criterion - Name: Valoración del porcentaje de la comisión de la agencia / Weighting: 5

#### **II.2.6. Estimated value**

Value excluding VAT: 416 000,00 EUR

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

Start: 01/01/2021 End: 15/11/2022

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:  
yes

Identification of the project: Cofinanciación con la medida 20: asistencia técnica del Programa de Desarrollo Rural de Galicia (PDR) de Galicia 2014-2020.

#### **II.2.14. Additional information**

## Section III: Legal, economic, financial and technical information

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### III.1. Conditions for participation

#### 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

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### 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: yes

### IV.2. Administrative information

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

Date: 27/01/2021 Local time: 14:00

#### 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

Spanish, Galician

#### IV.2.7. Conditions for opening of tenders

Date: 02/02/2021 Local time: 10:00

Place:

La fecha indicada para la apertura de ofertas electrónicas de los licitadores es estimada.

El acto de apertura de ofertas no será público, teniendo en cuenta que las ofertas se

presentan por medios electrónicos y se garantiza su secreto hasta el momento de su

apertura, y en virtud de lo dispuesto en el Pliego de Cláusulas Administrativas Particulares

que rige la contratación.

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.2. Information about electronic workflows

Electronic invoicing will be accepted

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1.

**Review body**

Official name: Tribunal Administrativo de Contratación Pública de Galicia

Postal address: Rúa Raxeira, 52, 2.º andar

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: [tacgal@xunta.gal](mailto:tacgal@xunta.gal)

Telephone: +34 881995481

Fax: +34 881995485

Internet address: <https://tacgal.xunta.gal/>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación. Ver cláusula 1.5 del Pliego de Cláusulas Administrativas Particulares que rige la contratación.

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Servicio de Contratación de Medio Rural — Secretaría General Técnica

Town: Santiago de Compostela

Country: Spain

E-mail: [licitacion.mediorural@xunta.gal](mailto:licitacion.mediorural@xunta.gal)

Telephone: +34 981545737

**VI.5. Date of dispatch of this notice**

23/12/2020