

Spain-Granada: Advertising services

OJ S 203/2023 20/10/2023

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 Granada

National registration number: P1808900C

Postal address: Avenida Fuerzas Armadas s/n

Town: Granada

NUTS code: ES614 Granada

Postal code: 18071

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Granada

E-mail: contratacion@granada.org

Telephone: +34 958248107

Fax: +34 958248256

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=fMKHoWxMCQ4%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=5eT0Wr6ew1%2BExvMJXBMHHQ%3D%3D[detalle_licitacion&idEvl=5eT0Wr6ew1%2BExvMJXBMHHQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=5eT0Wr6ew1%2BExvMJXBMHHQ%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=fMKHoWxMCQ4%3D>[perfilContratante&idBp=fMKHoWxMCQ4%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=fMKHoWxMCQ4%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**

Acuerdo marco para la prestación de los servicios de compra de espacios en medios de comunicación para la inserción de las campañas de publicidad institucional del ámbito municipal del Ayuntamiento de Granada y Organismos Autónomos
Reference number: 127/2023

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Las condiciones que regirán los servicios objeto de este acuerdo marco, que consistirán en la selección de empresas para la contratación de los servicios de difusión publicitaria mediante espacios en medios de comunicación, necesarios para la difusión de las campañas de publicidad institucional que se realicen por el Ayuntamiento de Granada y sus Organismos Autónomos, en los términos indicados.

II.1.5. Estimated total value

Value excluding VAT: 1 047 933,88 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 5

II.2. Description

II.2.1. Title

Lote 1: Medios impresos: Prensa escrita de difusión diaria de ámbito local, suplementos de diarios, revistas y versiones online.

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Ver pliego de cláusulas administrativas particulares

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 504 370,57 EUR

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

Duration in months: 48

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

II.2. Description

II.2.1. Title

Lote 2: Radio

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

ver pliego de cláusulas administrativas particulares

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 327 793,71 EUR

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

Duration in months: 48

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

II.2. Description

II.2.1. Title

Lote 3: Televisión

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

ver pliego de cláusulas administrativas particulares

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 102 073,63 EUR

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

Duration in months: 48

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

II.2. Description

II.2.1. Title

Lote 4: Medios digitales de ámbito local con edición exclusivamente online

Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

ver pliego de cláusulas administrativas particulares

II.2.5. Award criteria

Criteria below

Price

II.2.6. Estimated value

Value excluding VAT: 37 832,22 EUR

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

Duration in months: 48

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

II.2. Description

II.2.1. Title

Lote 5: Publicidad en redes sociales
Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

ver pliego de cláusulas administrativas particulares

II.2.5. Award criteria

Criteria below
Price

II.2.6. Estimated value

Value excluding VAT: 75 863,75 EUR

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

Duration in months: 48
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 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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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: 16/11/2023 Local time: 18:30

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: 17/11/2023 Local time: 08:50

Place:

Sala de Reuniones

Datos de Dirección:

Calle: Avda. Fuerzas Armadas

CP: 18071

Población: Granada

País: España

Information about authorised persons and opening procedure: Descripción: El acto no es público al ser licitación electrónica, tal y como se establece en el PCAP

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ayuntamiento de Granada - Área de Contratación

Postal address: Avda. de las Fuerzas Armadas, s/n - Complejo Administrativo Los

Mondragones Edif. C - 1º planta

Town: Granada

Postal code: 18071

Country: Spain

VI.5. Date of dispatch of this notice

16/10/2023