

Spain-San Cristóbal de La Laguna: Advertising services
OJ S 223/2022 18/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejo de Administración de Metropolitano de Tenerife, S.A.

National registration number: A38620209

Postal address: Carretera General La Cuesta-Taco, 124

Town: San Cristóbal de La Laguna -Santa Cruz de Tenerife

NUTS code: ES70 Canarias

Postal code: 38108

Country: Spain

Contact person: Consejo de Administración de Metropolitano de Tenerife, S.A.

E-mail: contrataciones@metrotenerife.com

Telephone: +034 922024830

Fax: +034 922010085

Internet address(es):

Main address: <http://www.metrotenerife.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=U3SjMXEY%2BOWQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de la gestión y explotación de pantallas LED como soporte publicitarios en las paradas del Tranvía de Tenerife en Padre Anchieta, La Paz, Weyler y Hospital Universitario de Canarias (HUC).

Reference number: 2A 22-12

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de la gestión y explotación de pantallas LED como soporte publicitarios en las paradas del Tranvía de Tenerife en Padre Anchieta, La Paz, Weyler y Hospital Universitario de Canarias (HUC).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 8 420,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES709 Tenerife

Main site or place of performance: Ver Pliegos.. .

II.2.4. Description of the procurement

Contratación de la gestión y explotación de pantallas LED como soporte publicitarios en las paradas del Tranvía de Tenerife en Padre Anchieta, La Paz, Weyler y Hospital Universitario de Canarias (HUC).

II.2.5. Award criteria

Quality criterion - Name: Criterio social. / Weighting: 5

Quality criterion - Name: Plan de acción comercial. / Weighting: 5

Quality criterion - Name: Plan de mantenimiento y limpieza de soportes. / Weighting: 15

Cost criterion - Name: Canon / Weighting: 60

Cost criterion - Name: Criterio medioambiental. / Weighting: 5

Cost criterion - Name: Tiempo de emisión diario a libre disposición de Metrotenerife. / Weighting: 10

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

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: [2022/S 123-350089](#)

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

Contract No: 2A 22-12

Title:

Contratación de la gestión y explotación de pantallas LED como soporte publicitarios en las paradas del Tranvía de Tenerife en Padre Anchieta, La Paz, Weyler y Hospital Universitario de Canarias (HUC).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/10/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: GAMAPO S.A

National registration number: A38267589

Postal address: Puerto Escondido número 7, 2ª Planta Izquierda.

Town: Santa Cruz de Tenerife

NUTS code: ES España

Postal code: 38002

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 216 000,00 EUR

Total value of the contract/lot: 8 420,00 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: Consejo de Administración de Metropolitano de Tenerife, S.A.

Postal address: Carretera General La Cuesta - Taco, 124

Town: San Cristóbal de La Laguna

Postal code: 38108

Country: Spain

E-mail: contrataciones@metrotenerife.com

VI.5. Date of dispatch of this notice

14/11/2022