

Spain-Valencia: Advertising services

OJ S 243/2021 15/12/2021

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Pleno de la Diputación Provincial de Valencia

National registration number: P4600000F

Postal address: Plaza de Manises, 4

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46003

Country: Spain

Contact person: Pleno de la Diputación Provincial de Valencia

E-mail: contrata@dival.es

Fax: +34 963882529

Internet address(es):Main address: <http://www.dival.es/contratacion>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2F3WuKWZZqAgQK2TEfXGy%2BA%3D%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=DIxP8cl3ALRvYnTkQN0%2FZA%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=%2F3WuKWZZqAgQK2TEfXGy%2BA%3D%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**

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

Reference number: 153/21/CON

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

II.1.5. Estimated total value

Value excluding VAT: 6 094 112,52 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicio de difusión de acciones de comunicación de la Diputación de Valencia.

II.2.5. Award criteria

Criteria below

Cost criterion - Name: 2. Comisión al contratista expresada en porcentaje sobre la inversión neta global para la categoría televisiones, medios online y medios internacionales / Weighting: 30

Cost criterion - Name: 1. Descuentos netos sobre la tarifa oficial para cada una de las categorías de medios impresos y radio. / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 6 094 112,52 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

24 meses

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

2 prórrogas sucesivas anuales y el presupuesto máximo de cada una de las prórrogas en ningún caso podrá superar el contabilizado en el año 2023. Plazo de preaviso de 2 meses.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

Minimum level(s) of standards possibly required:

Umbral: 2765203.55

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: Específicos relacionados con la igualdad Ver anexo I, apartado V 2 del PCAP Otras condiciones especiales de ejecución - Ver anexo I, apartado V 4 1 del PCAP Obligaciones esenciales del contratista

Consideraciones de tipo medioambiental. Descripción: Cualquier documento asociado a la ejecución del pliego debe ser suministrado por medios electrónicos para fomentar el ahorro del papel, así como cualquier entregable relativo a los trabajos Ver anexo I, punto V 1 del PCAP

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

Date: 08/01/2022 Local time: 13:00

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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 13/01/2022 Local time: 09:00

Place:

Plataforma Zoom

Datos de Dirección:

Calle: Hugo de Moncada, 9

CP: 46010

Población: Valencia

País: España

Information about authorised persons and opening procedure: Descripción: Condiciones aforo
Eventualmente con motivo de la situación de crisis sanitaria ocasionada por la COVID-19, la
celebración del acto público podrá celebrarse a través de videoconferencia en Plataforma
Zoom, al que se invitará a los licitadores

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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: Tribunal Administrativo Central de Recursos Contractuales (TACRC)

Postal address: Avda. General Peron, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://sedeminhap.gob.es/>

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

Official name: Servicio de Contratación y Suministros

Postal address: Pza. Manises, 3 bajo

Town: Valencia

Postal code: 46003

Country: Spain

E-mail: contrata@dival.es

VI.5. Date of dispatch of this notice

10/12/2021