

Spain-Valencia: Advertising and marketing services

OJ S 245/2021 17/12/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de la Fundación Palau de Les Arts Reina Sofía

National registration number: G97544829

Postal address: Avda. del Profesor López Piñero (Historiador de la Medicina), 1

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Fundación Palau de Les Arts Reina Sofía

E-mail: asoriano@lesarts.com

Telephone: +34 608590337

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=VtzA%2F9PmsV4BPRBxZ4nJ%2Fg%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=tk7o4vv22%2FgSugstABGr5A%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=VtzA%2F9PmsV4BPRBxZ4nJ%2Fg%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de una agencia de intermediación con medios de comunicación para la compra de espacios publicitarios y otros soportes de difusión para la divulgación de la programación del Palau de Les Arts "Reina Sofía"
Reference number: PA ARTS 524/21

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de una agencia de intermediación con medios de comunicación para la compra de espacios publicitarios y otros soportes de difusión para la divulgación de la programación del Palau de Les Arts "Reina Sofía"

II.1.5. Estimated total value

Value excluding VAT: 426 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

II.2. Description

II.2.1. Title

Compra de espacios publicitarios en los distintos medios de comunicación requeridos por Les Arts en los distintos medios y soportes publicitarios. Se excluye de este lote la compra de espacios publicitarios a través de las plataformas Meta y Google
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Compra de espacios publicitarios en los distintos medios de comunicación requeridos por Les Arts en los distintos medios y soportes publicitarios. Se excluye de este lote la compra de espacios publicitarios a través de las plataformas Meta y Google

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 49

Cost criterion - Name: Criterios de valoración mediante fórmulas matemáticas / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 173 000,00 EUR

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

Duration in months: 11

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**

Gestión de diseño, ejecución y seguimiento de anuncios publicitarios digitales (de captación de público) desde las cuentas de Les Arts en plataformas digitales de los grupos Meta y Google
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Gestión de diseño, ejecución y seguimiento de anuncios publicitarios digitales (de captación de público) desde las cuentas de Les Arts en plataformas digitales de los grupos Meta y Google

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 49

Cost criterion - Name: Criterios de valoración mediante fórmulas matemáticas / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 182 000,00 EUR

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

Duration in months: 11

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 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

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

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: conforme a lo dispuesto en la cláusula trigésima

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: 13/01/2022 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

IV.2.7. Conditions for opening of tenders

Date: 25/01/2022 Local time: 12:00

Place:

Microsoft Teams

Datos de Dirección:

Calle: Avenida Profesor López Piñero 1

CP: 46023

Población: València

País: España

Information about authorised persons and opening procedure: Descripción: Enviar un mail a ajimenez@lesarts.com

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Palau de Les Arts Reina Sofía, Fundació de la Comunitat Valenciana

Postal address: Avda del Profesor López Piñero 1

Town: Valencia

Postal code: 46013

Country: Spain

E-mail: asoriano@lesarts.com

Telephone: +034 961975802

Internet address: <https://www.lesarts.com/>

VI.5. Date of dispatch of this notice

14/12/2021