

Spain-Valencia: Advertising services
OJ S 225/2022 22/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

National registration number: Q4640001F

Postal address: C/ de la Democràcia, 77- Ciutat Administrativa 9 d'Octubre Torre 2

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46018

Country: Spain

Contact person: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

E-mail: reyes_joa@ivace.gva.es

Telephone: +34 961209735

Fax: +34 961247998

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

Reference number: IVACE 9/2022

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 240 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

II.2.5. Award criteria

Cost criterion - Name: Descuentos netos sobre la tarifa oficial en los medios impresos, radio y televisión / Weighting: 60

Cost criterion - Name: Comisión al contratista expresada en porcentaje sobre la inversión neta global. / Weighting: 40

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 143-409278](#)

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: IVACE 9/2022

Title:

Servicios de asesoramiento, planificación y compra de espacios publicitarios para la difusión, comunicación y publicidad de las acciones del IVACE en el ámbito nacional.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

17/11/2022

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

V.2.3. Name and address of the contractor

Official name: Mediatalent S.L.

National registration number: B87234555

Town: Madrid

NUTS code: ES30 Comunidad de Madrid

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: 240 000,00 EUR

Total value of the contract/lot: 240 000,00 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: Tribunal administrativo Central de Recursos Contractuales (TACRC)

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 913491319

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

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

Official name: Tribunal Administrativo Central de recursos contractuales (TACRC)

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 913491319

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

VI.5. Date of dispatch of this notice

17/11/2022