

672014-2026 - Competition

Spain – Advertising services – Servicio de Publicidad Institucional del Excmo. Ayuntamiento de Rota.

OJ S 189/2026 30/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Alcaldía del Ayuntamiento de Rota

Email: contratacion@aytorota.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de Publicidad Institucional del Excmo. Ayuntamiento de Rota.

Description: Servicio de Publicidad Institucional del Excmo. Ayuntamiento de Rota.

Procedure identifier: c8c53429-51b2-4860-8c0a-7f7d8036b3b6

Internal identifier: 13400/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 353 250,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Será de motivo de exclusión la prohibición para contratar y la incapacidad de obrar, la falta de solvencia

económico-financiera y técnica profesional, o en su caso, falta de la clasificación correspondiente.

5. Lot

5.1. Lot: LOT-0001

Title: Televisión

Description: Este lote incluye la producción, realización y emisión de publicidad institucional y de contenidos de información municipal y de interés sobre la ciudad, a través de televisión de ámbito local en la Demarcación TL05CA (con cobertura en la localidad de Rota).

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Se contempla la posibilidad de prorrogar el contrato durante un periodo de UN (1) AÑO.

5.1.5. Value

Estimated value excluding VAT: 293 250,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Cobertura a través de reportajes o entrevistas con un mínimo de cinco minutos cada uno, en programas de cadena de TV .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Inserción en todas las redes sociales (Al menos Facebook e Instagram) .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

Criterion:

Type: Price

Description: Oferta Económica..

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVv2kU02jNGj1Fw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVv2kU02jNGj1Fw%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/11/2026 19:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 06/11/2026 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: La realización de una campaña anual de concienciación medioambiental dirigida a los escolares de la localidad que fomente el uso racional y responsable de la energía y/o el reciclaje, conforme a la cláusula 11 del PCAP..

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

Information about review deadlines: El procedimiento de recurso se iniciará mediante escrito que deberá presentarse en el plazo de quince días hábiles

Organisation providing more information on the review procedures: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

5.1. Lot: LOT-0002

Title: Prensa Escrita Local Impresa en Papel

Description: Inserción de publicidad institucional en prensa escrita de ámbito local de Rota.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Se contempla la posibilidad de prorrogar el contrato durante un periodo de UN (1) AÑO.

5.1.5. Value

Estimated value excluding VAT: 30 000,00 EUR

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria**Criterion:**

Type: Quality

Description: Difusión de contenido turístico y de promoción de eventos de la ciudad en prensa impresa en papel de ámbito provincial o regional (según se solicite por parte del Ayuntamiento.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 12

Criterion:

Type: Quality

Description: Número de ejemplares de la tirada semanal. Difusión de la publicación en la localidad. .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 8

Criterion:

Type: Price

Description: Oferta Económica LOTE 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 70

Criterion:

Type: Quality

Description: Publicación de reportajes temáticos. .

Category of award weight criterion: Weight (points, exact)

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVvv2kU02jNGj1Fw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVvv2kU02jNGj1Fw%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/11/2026 19:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 06/11/2026 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: La realización de una campaña anual de concienciación medioambiental dirigida a los escolares de la localidad que fomente el uso racional y responsable de la energía y/o el reciclaje, conforme a la cláusula 11 del PCAP..

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

Information about review deadlines: El procedimiento de recurso se iniciará mediante escrito que deberá presentarse en el plazo de quince días hábiles

Organisation providing more information on the review procedures: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

5.1. Lot: LOT-0003

Title: Prensa Digital Local

Description: Inserción de publicidad institucional en prensa digital local de Rota.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Se contempla la posibilidad de prorrogar el contrato durante un periodo de UN (1) AÑO.

5.1.5. Value

Estimated value excluding VAT: 30 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Compromiso de actualización fines de semana y días festivos. .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Número de "VISTAS" acumuladas en el trimestre anterior al mes de publicación de este pliego..

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Criterion:

Type: Price

Description: Oferta Económica..

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

Criterion:

Type: Quality

Description: Publicación de reportajes temáticos. .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVvv2kU02jNGj1Fw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=z4vU%2FMPVv2kU02jNGj1Fw%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/11/2026 19:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 06/11/2026 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: La realización de una campaña anual de concienciación medioambiental dirigida a los escolares de la localidad que fomente el uso racional y responsable de la energía y/o el reciclaje, conforme a la cláusula 11 del PCAP..

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

Information about review deadlines: El procedimiento de recurso se iniciará mediante escrito que deberá presentarse en el plazo de quince días hábiles

Organisation providing more information on the review procedures: Alcaldía del Ayuntamiento de Rota - Diputación Provincial de Cádiz

8. Organisations

8.1. ORG-0001

Official name: Alcaldía del Ayuntamiento de Rota

Registration number: 31071770150937

Registration number: P1103000D

Town: Rota

Postcode: 11520

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

Contact point: Alcaldía del Ayuntamiento de Rota

Email: contratacion@aytorota.es

Telephone: 956810104

Internet address: <http://www.aytorota.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=ya2OOI4N2McQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Diputación Provincial de Cádiz

Town: Cádiz

Postcode: 11006

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: tribunal.recursoscontractuales@dipucadiz.es

Other contact points:

Official name: Diputación Provincial de Cádiz

Town: Cádiz

Postcode: 11006

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

Internet address: <https://www.dipucadiz.es/>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: fbcf8a3d-40f3-4139-9062-cd22916edad6 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/09/2026 10:54:02 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 672014-2026

OJ S issue number: 189/2026

Publication date: 30/09/2026