

Spain-Arroyo de la Encomienda: Advertising services
OJ S 235/2022 06/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Alcatdia del Ayuntamiento de Arroyo de la Encomienda

National registration number: P4701100B

Postal address: Plaza de Espaa, 1

Town: Arroyo de la Encomienda

NUTS code: ES418 Valladolid

Postal code: 47195

Country: Spain

Contact person: Alcatdia del Ayuntamiento de Arroyo de la Encomienda

E-mail: registro@aytoarroyo.es

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Lc0KtGXgvj0QK2TEfXGy%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 inserci3n de publicidad institucional en prensa exclusivamente local

Reference number: 2022/2601 (PA-SARA)

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de inserci3n de publicidad institucional en prensa exclusivamente local

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 138 288,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES418 Valladolid

Main site or place of performance: Ayuntamiento de Arroyo de la Encomienda Plaza España
Nº 1. Arroyo de la Encomienda. 47195

II.2.4. Description of the procurement

Servicio de inserción de publicidad institucional en prensa exclusivamente local

II.2.5. Award criteria

Cost criterion - Name: Agenda Cultural Mensual / Weighting: 5

Cost criterion - Name: Agenda Deportiva Quincenal / Weighting: 5

Cost criterion - Name: Aumento Fondo Fotográfico / Weighting: 4

Cost criterion - Name: Aumento Tirada de Ejemplares / Weighting: 5

Cost criterion - Name: Dos Suplementos Especiales / Weighting: 6

Cost criterion - Name: Fondo Fotográfico / Weighting: 5

Cost criterion - Name: Marketing Digital y Redes Sociales / Weighting: 10

Cost criterion - Name: Propuesta Económica / Weighting: 60

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 167-474020](#)

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: 221130

Title:

Servicio de inserción de publicidad institucional en prensa exclusivamente local

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/11/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: Area YRG Asesores de Comunicación, S.L.

National registration number: B47429204

Postal address: C/Almendra N° 20 Bj

Town: ARROYO DE LA ENCOMIENDA

NUTS code: ES418 Valladolid

Postal code: 47195

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: 140 000,00 EUR

Total value of the contract/lot: 138 288,00 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: Alcaldia del Ayuntamiento de Arroyo de la Encomienda

Postal address: Plaza de España, 1

Town: Arroyo de la Encomienda

Postal code: 47195

Country: Spain

E-mail: registro@aytoarroyo.es

VI.5. Date of dispatch of this notice

01/12/2022

