

681210-2026 - Competition

Spain – Advertising and marketing services – Contratación del Servicio de Agencia de Comunicación

OJ S 191/2026 02/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Marbella

Email: contratacion@marbella.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratación del Servicio de Agencia de Comunicación

Description: Servicio de Agencia de Comunicación para la Planificación, Diseño, Mediación y Compra de Espacios Publicitarios en medios de Comunicación Impresos, Radiofónicos, Digitales, Televisión y otros soportes para la difusión de publicidad Institucional y Promocional, así como la Organización, Ejecución y Seguimiento de Acciones de Comunicación, Promocionales, Informativas y Divulgativas del Ayuntamiento de Marbella y Tenencia de Alcaldía de San Pedro Alcántara para los ejercicios 2026 y 2027

Procedure identifier: 1815f276-74aa-42d8-907d-d517e6a61af4

Internal identifier: SE 209/26

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 365 289,26 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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations in the fields of environmental law: Según lo establecido en el PCAP y en la Ley de Contratos del Sector Público

Breaching of obligations set under purely national exclusion grounds: Según lo establecido en el PCAP y en la Ley de Contratos del Sector Público

Breaching obligation relating to payment of social security contributions: Según lo establecido en el PCAP y en la Ley de Contratos del Sector Público

Breaching of obligations in the fields of social law: Según lo establecido en el PCAP y en la Ley de Contratos del Sector Público

Breaching of obligations in the fields of labour law: Según lo establecido en el PCAP y en la Ley de Contratos del Sector Público

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1: La publicidad institucional del Ayuntamiento de Marbella

Description: La publicidad institucional del Ayuntamiento de Marbella

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Siendo susceptible de una prórroga por DOS (2) años más.

5.1.5. Value

Estimated value excluding VAT: 1 200 000,00 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice
Criterion: Other economic or financial requirements
Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Criterio de compromiso de plazo de pago a los medios de comunicación. .

Propuesta N° 1 (Para los licitadores que se presentan al LOTE 1)..

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

Award criterion number: 10

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

Award criterion number: 22

Criterion:

Type: Quality

Description: Criterio económico.

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

Award criterion number: 1

Criterion:

Type: Quality

Description: Prensa digital.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Prensa escrito diaria.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Radio.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Reel.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Televisión.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: El target y el calendario propuestos.

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

Award criterion number: 6

Criterion:

Type: Quality

Description: Estrategia y desarrollo de la comunicación planteada, así como la investigación realizada del mercado publicitario y las fuentes internas y externas.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: La selección de medios, soportes y/o acciones de comunicación.

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

Award criterion number: 6

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=spQ3JCcKfGvyoM4us5k4vw%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=spQ3JCcKfGvyoM4us5k4vw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/10/2026 23:59:00 (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: 03/02/2027 12:21:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: por determinar

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: PAGO DE SALARIOS DEL PERSONAL adscrito al contrato de acuerdo a lo establecido en el convenio colectivo del sector que resulte de aplicación.

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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: Junta de Gobierno del Ayuntamiento de Marbella - Tribunal Administrativo de Recursos Contractuales

Information about review deadlines: El órgano competente para conocer de los recursos especiales en materia de contratación que se interpongan, será el Tribunal Administrativo de Recursos Contractuales de Marbella, creado mediante acuerdo Plenario en fecha de 28 de marzo de 2018, publicado en el en el Boletín Oficial de la Provincia de fecha 10 de abril de

2018, número 68 (suplemento 1). Todos los datos relativos al Tribunal Administrativos de Recursos Contractuales de Marbella están

5.1. Lot: LOT-0002

Title: Lote 2: La publicidad institucional de la Tenencia de Alcaldía de San Pedro Alcántara

Description: La publicidad institucional de la Tenencia de Alcaldía de San Pedro Alcántara

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Siendo susceptible de una prórroga por DOS (2) años más.

5.1.5. Value

Estimated value excluding VAT: 165 289,26 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Criterio de compromiso de plazo de pago a los medios de comunicación. .

Propuesta N° 2 (para licitadores que se presenten al Lote 2).

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

Award criterion number: 10

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

Award criterion number: 22

Criterion:

Type: Quality

Description: Criterio económico.

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

Award criterion number: 1

Criterion:

Type: Quality

Description: Prensa digital.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Prensa escrito diaria.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Radio.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Reel.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Televisión.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: El target y el calendario propuestos.

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

Award criterion number: 6

Criterion:

Type: Quality

Description: Estrategia y desarrollo de la comunicación planteada, así como la investigación realizada del mercado publicitario y las fuentes internas y externas.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: La selección de medios, soportes y/o acciones de comunicación.

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

Award criterion number: 6

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=spQ3JCcKfGvyoM4us5k4vw%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=spQ3JCcKfGvyoM4us5k4vw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/10/2026 23:59:00 (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: 03/02/2027 12:21:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: por determinar

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: PAGO DE SALARIOS DEL PERSONAL adscrito al contrato de acuerdo a lo establecido en el convenio colectivo del sector que resulte de aplicación.

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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: Junta de Gobierno del Ayuntamiento de Marbella - Tribunal Administrativo de Recursos Contractuales

Information about review deadlines: El órgano competente para conocer de los recursos especiales en materia de contratación que se interpongan, será el Tribunal Administrativo de Recursos Contractuales de Marbella, creado mediante acuerdo Plenario en fecha de 28 de marzo de 2018, publicado en el en el Boletín Oficial de la Provincia de fecha 10 de abril de 2018, número 68 (suplemento 1). Todos los datos relativos al Tribunal Administrativos de Recursos Contractuales de Marbella están

8. Organisations

8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de Marbella

Registration number: 30988950142655

Registration number: P2906900B

Town: Marbella

Postcode: 29601

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Marbella

Email: contratacion@marbella.es

Telephone: +34 952763154

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=LdiY%2FUgJ9KkQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Marbella

Postcode: 29601

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Email: tarca.secretaria@marbella.es

Telephone: +34 952761100

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 47788086-93eb-4dae-8417-cc1685a0530b - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 01/10/2026 14:33:32 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 681210-2026

OJ S issue number: 191/2026

Publication date: 02/10/2026