

Spain-Badajoz: Advertising and marketing services

OJ S 220/2023 15/11/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Diputación de Badajoz

National registration number: P0600000D

Postal address: Felipe Checa, 23

Town: Badajoz

NUTS code: ES431 Badajoz

Postal code: 06071

Country: Spain

Contact person: Presidencia de la Diputación de Badajoz

E-mail: contratacion@dip-badajoz.es

Telephone: +34 924212546

Fax: +34 924212449

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=bSh81GIFo5uiEJrVRqloyA%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=JBXQF8wLd3qFIFRHfEzEaw%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=bSh81GIFo5uiEJrVRqloyA%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

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**

Compra de espacios en medios de comunicación para la difusión de campañas de publicidad institucional y otros anuncios oficiales

Reference number: 565/23

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Compra de espacios en medios de comunicación para la difusión de campañas de publicidad institucional y otros anuncios oficiales

II.1.5. Estimated total value

Value excluding VAT: 1 322 314,05 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES431 Badajoz

Main site or place of performance: Badajoz. .

II.2.4. Description of the procurement

Compra de espacios en medios de comunicación para la difusión de campañas de publicidad institucional y otros anuncios oficiales

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Acciones publicitarias sin cargo / Weighting: 10

Quality criterion - Name: Plan de trabajo / Weighting: 10

Quality criterion - Name: Propuesta ejemplo planificación / Weighting: 29

Cost criterion - Name: Comisión agencia / Weighting: 11

Cost criterion - Name: Precio (descuentos) / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 1 322 314,05 EUR

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

Duration in months: 12

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: yes

Description of options:

Dos años adicionales

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

- Títulos académicos y profesionales del empresario y directivos, o responsables de la ejecución

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: Trabajos objeto del contrato se realizarán teniendo en cuenta el enfoque de género

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: 11/12/2023 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.2.6.

Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 12/12/2023 Local time: 09:00

Place:

Fecha estimada. En caso de que el acto de apertura sea público, la fecha, hora y lugar definitivos se anunciarán en el Perfil del Contratante

Datos de Dirección:

Calle: Felipe Checa, N°23

CP: 06071

Población: Badajoz

País: España

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: PRESIDENCIA DE LA DIPUTACIÓN DE BADAJOZ

Postal address: Felipe Checa, N°23

Town: Badajoz

Postal code: 06071

Country: Spain

VI.5. Date of dispatch of this notice

10/11/2023