

## 747542-2026 - Competition

Spain – Advertising services – Servicio para la gestión de publicidad institucional del Ayuntamiento de Torrejón de Ardoz en diferentes formatos para medios de comunicación de ámbito comarcal, regional y especializado.

OJ S 209/2026 28/10/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Torrejón de Ardoz

Email: [contratacion@ayto-torreon.es](mailto:contratacion@ayto-torreon.es)

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Servicio para la gestión de publicidad institucional del Ayuntamiento de Torrejón de Ardoz en diferentes formatos para medios de comunicación de ámbito comarcal, regional y especializado.

Description: Servicio para la gestión de publicidad institucional del Ayuntamiento de Torrejón de Ardoz en diferentes formatos para medios de comunicación de ámbito comarcal, regional y especializado

Procedure identifier: 7aab0f24-3a85-41e0-9bab-db6b3ff54bcb

Internal identifier: PA 11/2027

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): Madrid (ES300)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 526 770,24 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Agreements with other economic operators aimed at distorting competition: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching obligation relating to payment of taxes: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching of obligations in the fields of social law: Los establecidos en la ley 9/2017 de contratos de sector público

Terrorist offences or offences linked to terrorist activities: Los establecidos en la ley 9/2017 de contratos de sector público

Conflict of interest due to its participation in the procurement procedure: Los establecidos en la ley 9/2017 de contratos de sector público

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Los establecidos en la ley 9/2017 de contratos de sector público

Early termination, damages, or other comparable sanctions: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching obligation relating to payment of social security contributions: Los establecidos en la ley 9/2017 de contratos de sector público

Money laundering or terrorist financing: Los establecidos en la ley 9/2017 de contratos de sector público

Child labour and including other forms of trafficking in human beings: Los establecidos en la ley 9/2017 de contratos de sector público

Insolvency: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching of obligations set under purely national exclusion grounds: Los establecidos en la ley 9/2017 de contratos de sector público

Fraud: Los establecidos en la ley 9/2017 de contratos de sector público

Direct or indirect involvement in the preparation of this procurement procedure: Los establecidos en la ley 9/2017 de contratos de sector público

Grave professional misconduct: Los establecidos en la ley 9/2017 de contratos de sector público

Corruption: Los establecidos en la ley 9/2017 de contratos de sector público

Assets being administered by liquidator: Los establecidos en la ley 9/2017 de contratos de sector público

Bankruptcy: Los establecidos en la ley 9/2017 de contratos de sector público

Arrangement with creditors: Los establecidos en la ley 9/2017 de contratos de sector público

Business activities are suspended: Los establecidos en la ley 9/2017 de contratos de sector público

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching of obligations in the fields of environmental law: Los establecidos en la ley 9/2017 de contratos de sector público

Breaching of obligations in the fields of labour law: Los establecidos en la ley 9/2017 de contratos de sector público

Participation in a criminal organisation: Los establecidos en la ley 9/2017 de contratos de sector público

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Servicio para la gestión de publicidad institucional del Ayuntamiento de Torrejón de Ardoz en diferentes formatos para medios de comunicación de ámbito comarcal, regional y especializado.

Description: Servicio para la gestión de publicidad institucional del Ayuntamiento de Torrejón de Ardoz en diferentes formatos para medios de comunicación de ámbito comarcal, regional y especializado

Internal identifier: PA 11/2027

**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): Madrid (ES300)

Country: Spain

**5.1.3. Estimated duration**

Duration: 1 Year

**5.1.4. Renewal**

Maximum renewals: 3

Other information about renewals: Podrá prorrogar por tres años más, 2028, 2029 y 2030

**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

Innovation procurement: The procured works, supplies or services are novel or significantly improved compared to other works, supplies, or services already on the market.

**5.1.9. Selection criteria**

Sources of selection criteria: Notice

Criterion: Enrolment in a relevant professional register

Description of selection criterion: Estar prerregistrado en el ROLECE, y declarar que no ha habido modificaciones en los datos registrados

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

**5.1.10. Award criteria**

**Criterion:**

Type: Quality

Description: Mejoras.

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

Award criterion number: 10

**Criterion:**

Type: Price

Description: Oferta Económica.

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

Award criterion number: 50

**Criterion:**

Type: Quality

Description: Plan de Medios.

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

Award criterion number: 40

**5.1.11. Procurement documents**

Address of the procurement documents: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=lmtrMXZ7CkFeKgd8LfVV9g%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=lmtrMXZ7CkFeKgd8LfVV9g%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=lmtrMXZ7CkFeKgd8LfVV9g%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=lmtrMXZ7CkFeKgd8LfVV9g%3D%3D)

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 25/11/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Years

**Information about public opening:**

Opening date: 26/11/2026 09:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Ayuntamiento de Torrejón de Ardoz

Opening date: 26/11/2026 09:15:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Ayuntamiento de Torrejón de Ardoz

**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 establecida en la cláusula vigésimo cuarta del PCAP.

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 Torrejón de Ardoz - Ayuntamiento de Torrejón de Ardoz

Information about review deadlines: hasta 2026-11-19+01:00

Organisation providing more information on the review procedures: Junta de Gobierno del Ayuntamiento de Torrejón de Ardoz - Ayuntamiento de Torrejón de Ardoz

## 8. Organisations

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## 8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de Torrejón de Ardoz

Registration number: 30811210124881

Registration number: P2814800E

Town: Torrejón de Ardoz

Postcode: 28850

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Torrejón de Ardoz

Email: [contratacion@ayto-torrejon.es](mailto:contratacion@ayto-torrejon.es)

Telephone: +34 916789500

Internet address: <http://www.ayto-torrejon.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=S3mJcNoV%2B1UQK2TEfXGy%2BA%3D%3D>

### Other contact points:

Official name: Ayuntamiento de Torrejón de Ardoz

Town: Torrejón de Ardoz

Postcode: 28850

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: [contratacion@ayto-torrejon.es](mailto:contratacion@ayto-torrejon.es)

Telephone: +34 916789500

### Other contact points:

Official name: Ayuntamiento de Torrejón de Ardoz

Town: Torrejón de Ardoz

Postcode: 28850

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: [contratacion@ayto-torrejon.es](mailto:contratacion@ayto-torrejon.es)

Telephone: +34 916789500

### Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

## Notice information

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Notice identifier/version: db9f7139-ba4f-4670-bc27-a4ef204d82d1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 27/10/2026 13:40:29 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 747542-2026

OJ S issue number: 209/2026

Publication date: 28/10/2026