

**France-Fontainebleau: Advertising services**

OJ S 243/2023 18/12/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: château de Fontainebleau

National registration number: 13000651300019

Postal address: 2 place du général de Gaulle

Town: Fontainebleau

NUTS code: FR102 Seine-et-Marne

Postal code: 77300

Country: France

Contact person: Stéphanie Guimbard

E-mail: [juridique@chateaufontainebleau.fr](mailto:juridique@chateaufontainebleau.fr)

Telephone: +33 160712166

**Internet address(es):**

Main address: <http://www.marches-publics.gouv.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.marches-publics.gouv.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.marches-publics.gouv.fr>

**I.4. Type of the contracting authority**

Other type: Etablissement public administratif

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

f\_M26\_2023\_Accord-Cadre de prestations de conseils et d'achats d'espaces publicitaires

Reference number: F\_M26\_2023

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

accord-Cadre de prestations de conseils et d'achats d'espaces publicitaires

#### **II.1.5. Estimated total value**

Value excluding VAT: 800 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

campagnes de communication en ligne  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

#### **II.2.3. Place of performance**

NUTS code: FR102 Seine-et-Marne

#### **II.2.4. Description of the procurement**

campagnes de communication en ligne

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 120 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le présent marché est conclu pour une durée d'un (1) an à compter de sa date de notification.  
Le marché est renouvelable trois (3) fois par tacite reconduction pour une durée d'un an, sans pouvoir excéder une durée maximale de quatre (4) ans. Le titulaire ne peut s'opposer à la reconduction

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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**

### **II.2. Description**

**II.2.1. Title**

campagnes de communication hors ligne  
Lot No: 2

**II.2.2. Additional CPV code(s)**

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: FR102 Seine-et-Marne

**II.2.4. Description of the procurement**

campagnes de communication hors ligne

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 680 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le présent marché est conclu pour une durée d'un (1) an à compter de sa date de notification. Le marché est renouvelable trois (3) fois par tacite reconduction pour une durée d'un an, sans pouvoir excéder une durée maximale de quatre (4) ans. Le titulaire ne peut s'opposer à la reconduction

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

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**IV.1. Description****IV.1.1. Type of procedure**

Open procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

**IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

## **IV.2. Administrative information**

### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 15/01/2024 Local time: 12:00

### **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**

French

### **IV.2.7. Conditions for opening of tenders**

Date: 15/01/2024 Local time: 14:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: tribunal administratif de Melun

Postal address: 43 rue du général de Gaulle

Town: Melun

Postal code: 77000

Country: France

E-mail: [greffe.ta-melun@juradm.fr](mailto:greffe.ta-melun@juradm.fr)

Telephone: +33 160566630

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

- En application de l'article L551-1 et suivant le code de la justice administrative avant la signature du marché. - En application de l'article L551-13 et suivant le code de la justice administrative après signature des marchés (trente et un jours en cas d'avis d'attribution ; six mois à compter du lendemain du jour de la conclusion du contrat) - les tiers et concurrents évincés peuvent saisir le tribunal administratif de Paris à un recours en contestation de validité dans les deux mois à compter des mesures de publicité appropriées

### **VI.5. Date of dispatch of this notice**

13/12/2023