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**Spain-Tarragona: Advertising services
2021/S 001-001014**

Prior information notice

This notice aims at reducing time limits for receipt of tenders

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: Patronat de Turisme de la Diputació de Tarragona
National registration number: P9300012C
Postal address: Passeig Torroja, s/n
Town: Tarragona
NUTS code: ES514 Tarragona
Postal code: 43007
Country: Spain
Contact person: Administració
E-mail: csalvado@dipta.cat
Telephone: +34 977230312
Fax: +34 977238033

Internet address(es):

Main address: <http://www.costadaurada.info>
Address of the buyer profile: <http://pdc.diputaciodelatarragona.cat>

I.3) Communication

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:

Contratación agencia de medios para la promoción del Patronato de Turismo de la Diputación de Tarragona
Reference number: 2021/01 PTDT

II.1.2) Main CPV code

79341000 Advertising services - QA03 - QA04 - QA07 - QA02 - QA08 - QA06

II.1.3) Type of contract

Services

II.1.4) **Short description:**

Selección de una agencia de medios para prestar los servicios de asesoramiento, planificación, negociación y compra de espacios publicitarios, así como la creación de contenidos y acciones especiales en los medios de comunicación y en los medios propios de compañías aéreas y tour operadores para el fomento del turismo y la divulgación de las marcas Costa Daurada y Terres de l'Ebre del Patronato de Turismo de la Diputación de Tarragona.

II.1.5) **Estimated total value**

Value excluding VAT: 11 706 909.09 EUR

II.1.6) **Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) **Description**

II.2.1) **Title:**

Asesoramiento, planificación, negociación y compra de espacios publicitarios, contenidos y/o acciones especiales en los medios de comunicación

Lot No: 1

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

79341100 Advertising consultancy services

79341200 Advertising management services

79341400 Advertising campaign services

79342000 Marketing services

II.2.3) **Place of performance**

NUTS code: ES514 Tarragona

Main site or place of performance:

Tarragona.

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

Asesoramiento, planificación, negociación y compra de espacios publicitarios, contenidos y/o acciones especiales en los medios de comunicación.

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: 3 488 727.27 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Por dos periodos de un año.

II.2.10) **Information about variants**

II.2.11) **Information about options**

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:**

Asesoramiento, planificación, negociación y compra de espacios publicitarios, contenidos y/o acciones especiales en los medios propios de compañías aéreas y tour operadores

Lot No: 2

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

79341100 Advertising consultancy services

79341200 Advertising management services

79341400 Advertising campaign services

79342000 Marketing services

II.2.3) **Place of performance**

NUTS code: ES514 Tarragona

Main site or place of performance:

Tarragona.

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

Asesoramiento, planificación, negociación y compra de espacios publicitarios, contenidos y/o acciones especiales en los medios propios de compañías aéreas y tour operadores.

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**

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Por dos periodos de un año.

II.2.10) **Information about variants**

II.2.11) **Information about options**

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.3) **Estimated date of publication of contract notice:**

28/02/2021

Section III: Legal, economic, financial and technical information

III.1) **Conditions for participation**

III.1.2) **Economic and financial standing**

Selection criteria as stated in the procurement documents

III.1.3) **Technical and professional ability**

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1) **Description**

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.2.5) **Scheduled date for start of award procedures:**
22/03/2021

Section VI: Complementary information

VI.2) **Information about electronic workflows**

Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: Tribunal Català de Contractes del Sector Públic
Postal address: Vía Laietana, 14
Town: Barcelona
Postal code: 08003
Country: Spain
Telephone: +34 935676300

VI.4.4) **Service from which information about the review procedure may be obtained**

Official name: Patronato de Turismo de la Diputació de Tarragona
Postal address: Passeig de Torroja, s/n
Town: Tarragona
Postal code: 43007
Country: Spain
E-mail: csalvado@dipta.cat
Telephone: +34 977230312
Fax: +34 977238033

VI.5) **Date of dispatch of this notice:**
30/12/2020