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Tender

## **Media Buying Services**

Middlesex University

F02: Contract notice

Notice identifier: 2023/S 000-008781

Procurement identifier (OCID): ocds-h6vhtk-03b62d

Published 27 March 2023, 10:36am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Middlesex University

The Burroughs, Hendon, NW4 4BT

London

#### **Email**

[upohelp@mdx.ac.uk](mailto:upohelp@mdx.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKI71 - Barnet

#### **Internet address(es)**

Main address

[www.mdx.co.uk](http://www.mdx.co.uk)

Buyer's address

<https://www.in-tendhost.co.uk/md>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.in-tendhost.co.uk/md>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.in-tendhost.co.uk/md>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

### **I.5) Main activity**

Education

## **Section II: Object**

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

#### **II.1.1) Title**

Media Buying Services

Reference number

UPO- 0031

#### **II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

#### **II.1.3) Type of contract**

Services

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

To provide marketing and advertising services to the university to increase student intake

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

This contract is divided into lots: No

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

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

- 79341400 - Advertising campaign services
- 79342100 - Direct marketing services

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

NUTS codes

- UKI71 - Barnet

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

To provide Advertising and Marketing services to the University to increase student intake

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

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

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

Start date

1 October 2023

End date

1 October 2026

This contract is subject to renewal

Yes

Description of renewals

An option of 2 further 1 year extensions

**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

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## **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **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

28 April 2023

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

16 May 2023

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom