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Tender

Media Buying Services

Gateshead College

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-043885

Procurement identifier (OCID): ocds-h6vhtk-05681d

Published 29 July 2025, 2:05pm

Scope

Description

The College requires the services of media buying agencies, to purchase advertising space across a range of media types, including radio and audio, outdoor and digital.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Gateshead:-Advertising-and-marketing-services./VA9G76882J>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/VA9G76882J>

Total value (estimated)

- £1,112,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 3 November 2025 to 2 November 2027
- Possible extension to 2 November 2029
- 4 years

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

Contract locations

- UK - United Kingdom
-

Lot 1. Radio and Audio Advertising Buying Services

Description

The College is looking to appoint a radio buying agency to purchase its radio airtime space and advertising on audio streaming services.

Lot value (estimated)

- £200,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Outdoor, Broadcast and Print Media Buying Services

Description

The College is looking to appoint a media buying agency to purchase its non-digital advertising space. The media will include, but not be limited to, outdoor, broadcast (excluding radio) and some print.

Lot value (estimated)

- £512,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Digital Media Buying Services

Description

The College is looking to appoint a media buying agency to purchase its digital advertising space.

Lot value (estimated)

- £400,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Particular suitability

Lot 1. Radio and Audio Advertising Buying Services

Lot 2. Outdoor, Broadcast and Print Media Buying Services

Lot 3. Digital Media Buying Services

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

20 August 2025, 11:59pm

Tender submission deadline

29 August 2025, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/VA9G76882J>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

29 September 2025

Award criteria

Name	Type	Weighting
Quality	Quality	60%
Price	Price	40%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Gateshead College

- Public Procurement Organisation Number: PYVZ-5892-TRVV

Baltic Campus, Quarryfield Road, Baltic Business Quarter

Gateshead

NE8 3BE

United Kingdom

Contact name: Procurement

Telephone: 01914900300

Email: tenders@gateshead.ac.uk

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government