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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 ([view related notices](#))

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.

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## **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.

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## **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.

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## **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)
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## **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

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## Award criteria

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Quality	Quality	60%
Price	Price	40%

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## Other information

### Applicable trade agreements

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

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## 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](mailto:tenders@gateshead.ac.uk)

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government