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Contract

Google AdServer

Met Office

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Notice identifier: 2025/S 000-065403

Procurement identifier (OCID): ocids-h6vhtk-05ccd8

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Scope

Reference

DN791762

Description

Ad Serving Platform (Google Ad Manager)

Contract 1. Ad Serving Platform (Google Ad Manager)

Supplier

- Incubeta

Contract value

- £96,000 excluding VAT
- £115,200 including VAT

Below the relevant threshold

Date signed

9 October 2025

Contract dates

- 1 November 2025 to 31 October 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79980000 - Subscription services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Incubeta

Westeinde 3 A

Voorburg

2275AA

Netherlands

Email: accountsreceivable@incubeta.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Ad Serving Platform (Google Ad Manager)

Contracting authority

Met Office

- Public Procurement Organisation Number: PVZW-3234-DTLY

Met Office

Exeter

EX1 3PB

United Kingdom

Email: procurement.enquiries@metoffice.gov.uk

Website: <https://www.metoffice.gov.uk/>

Region: UKK43 - Devon CC

Organisation type: Public authority - central government