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Contract

## Google AdServer

Met Office

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-065403

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

Published 15 October 2025, 8:21am

## Scope

## Reference

DN791762

## Description

Ad Serving Platform (Google Ad Manager)

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## 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

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## **Supplier**

### **Incubeta**

Westeinde 3 A

Voorburg

2275AA

Netherlands

Email: [accountsreceivable@incubeta.com](mailto: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)

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## Contracting authority

### Met Office

- Public Procurement Organisation Number: PVZW-3234-DTLY

Met Office

Exeter

EX1 3PB

United Kingdom

Email: [procurement.enquiries@metoffice.gov.uk](mailto:procurement.enquiries@metoffice.gov.uk)

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

Region: UKK43 - Devon CC

Organisation type: Public authority - central government