

Wind Band Press

Material about media and advertisement

October 2017

<http://windbandpress.net/>



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Greeting

Thank you for your cooperation and support for Wind Band Press, an information site for wind band, brass band and invoved instruments.

Although the number of accesses dropped during the All Japan Band Competition period of July - August, it has returned to original after September.

In this revised material, I have made major changes mainly to the advertisement menu and price.

In the current classical music industry, it is now difficult to create advertising expenses regardless of individuals, groups, or companies.

Therefore, I prepared new advertisements plan that are easier to use and easier to understand than usual.

I appreciate your continued guidance and encouragement in the future.

Shuhei Umemoto

ONSA representative / Wind Band Press editor-in-chief

About Wind Band Press

吹奏楽・管打楽器に関するニュース・情報サイト

Wind Band Press

NEWS EVENT RELEASE TV/RADIO REVIEW COLUMN / BLOG INTERVIEW MOVIE/SOUND PRESENT RECRUITMENT

吹奏楽・管打楽器に関するニュース・情報サイト

Wind Band Press

Go to...

Wind Band Press

2017/07/04



【学生限定プレゼント】「リーズ・マリンバ・カルテット1st Concert」(2017/9/23、9/27、9/30：広島、東京、滋賀)各公演に各10名様をご招待！

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Wind Band Press

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2017/07/04



吹奏楽ファンよ、ロックを聴こう (No.2) ニルヴァーナ (Nirvana)

2017/07/04



「楽団・音楽家個人サイトのコンテンツの質を上げよう」コンサルブログ「クラシック・ミュージック販促会議」最新記事 (2017/7/4)

■ [メルマガ購読はこちら](#)

■ [メルマガ購読・解除](#)

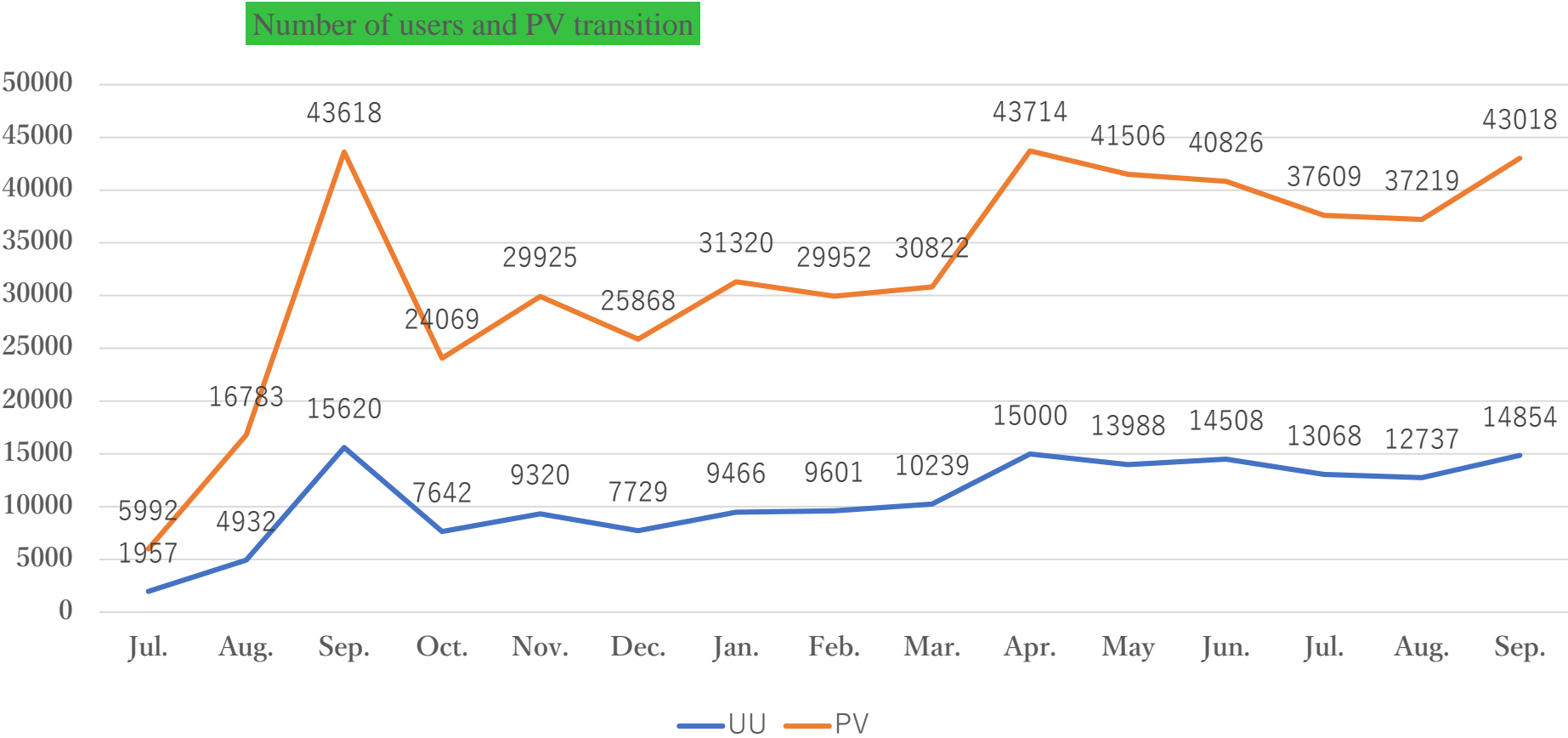
吹奏楽・管打楽器の情報サイトWind Band

Wind Band Press is an information site that sends news and columns, etc. about wind bands, brass bands and wind, brass, percussion instruments etc. in Japan with wind, brass and percussion enthusiasts as the main readers.

We receive information directly from the information provider (cooperator) and receive cooperation, and we are writing articles.

Wind Band Press Growth Graph

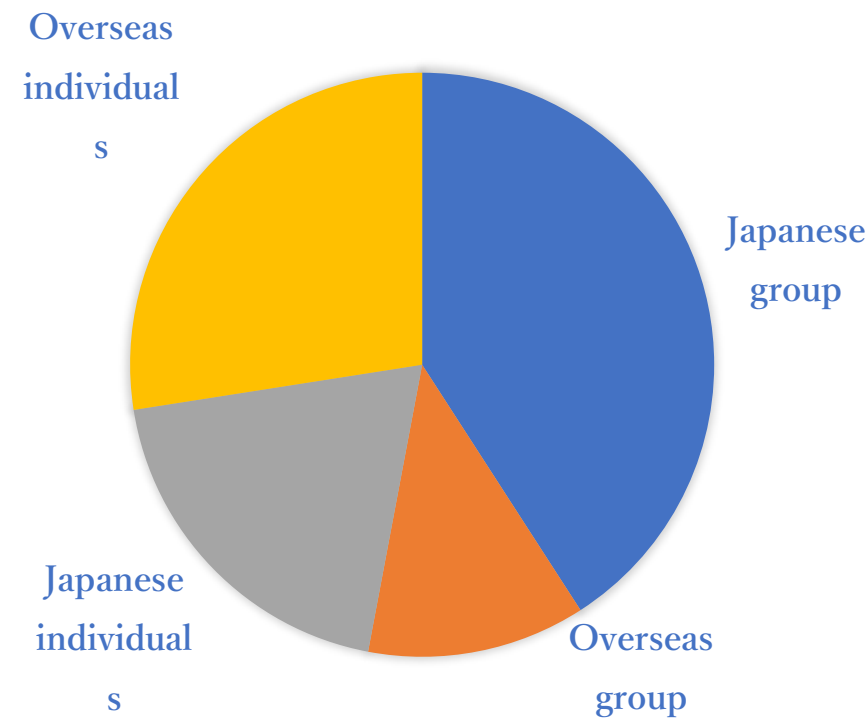
We opened the site in July 2016 and now reached about 40,000 monthly PV and about 15,000 users.
Depending on the article that may collect nearly 10,000 PVs.



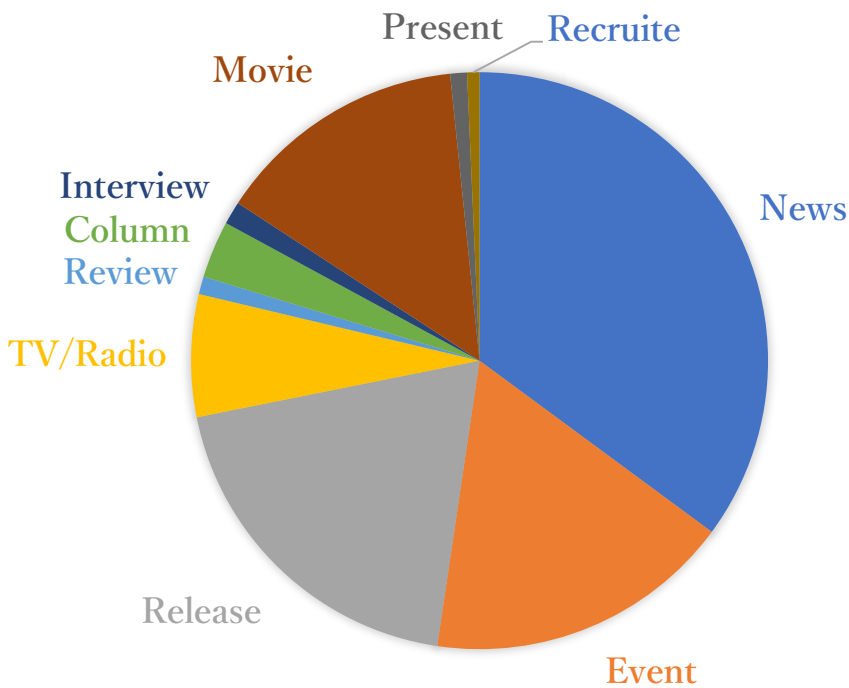
Attributes of information providers and attributes of articles

In particular, there are many information from Japanese band and companies, overseas composers and musicians, and in the category of articles, there are more articles related to news, events (concerts), releases, and videos.

INFORMATION PROVIDER



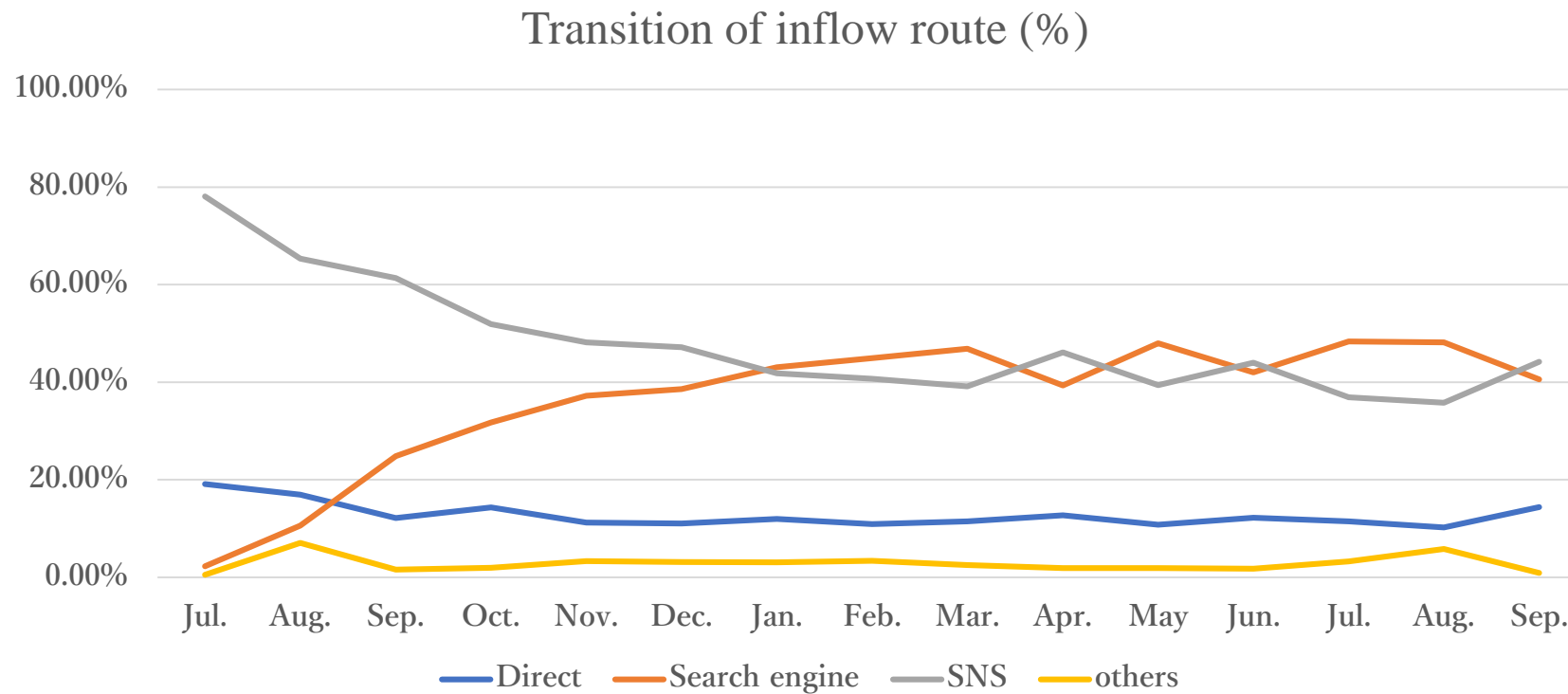
NUMBER OF ARTICLES BY CATEGORY



Transition of inflow route

For a while after opening the site, the portion relying on the inflow from the SNS was large, but the rate of inflow from the search engine gradually increased, the inflow from the search engine exceeded the influx from SNS in January 2017 It is.

Spreading at SNS is attractive, but it is a point not to be missed that past articles are a source of influx from search engines. After 2017, we can see that SNS and search engine keep good balance.



About providing information

Until now, Wind Band Press has received information from many people, but I will be happy to receive information from more people.

From April 2017 I will accept columns, product reviews and event reports from everyone. Especially I would be happy if you could contribute a column for Japanese.

Please feel free to contact the following e-mail address.

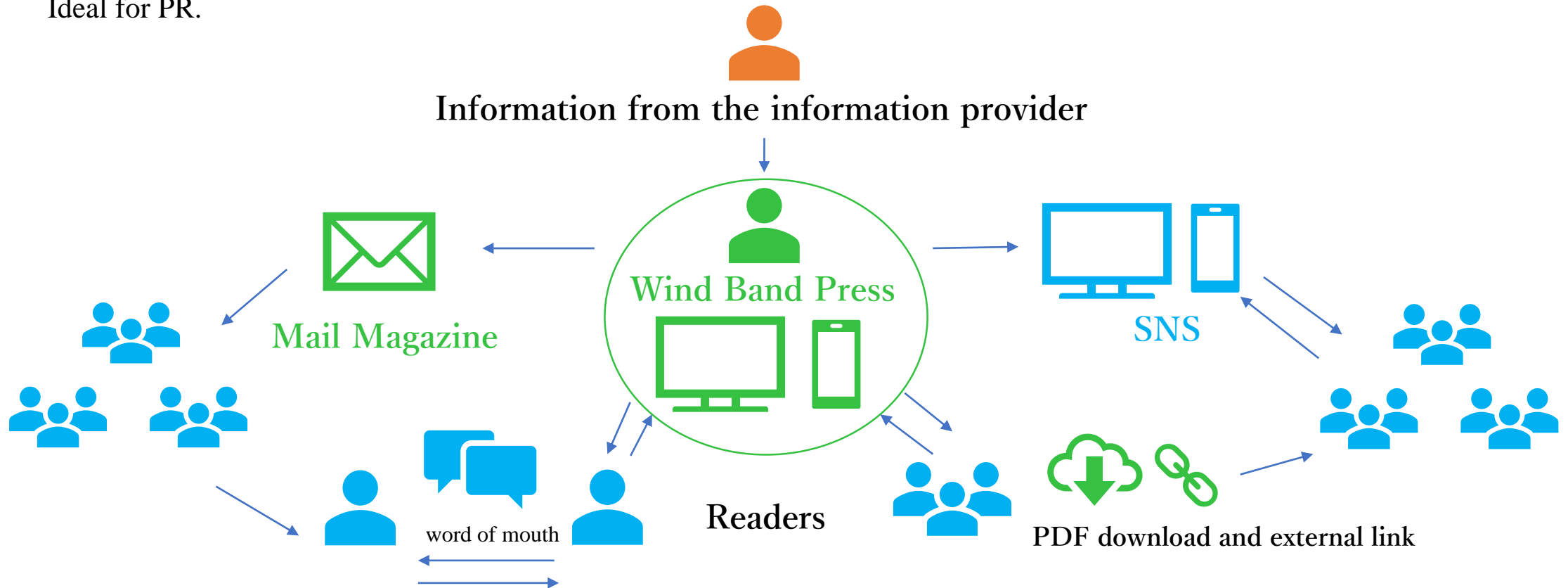
s-umemoto@windbandpress.net

Benefits of information provision

The information you provided is posted as an article on Wind Band Press, as well as SNS and mail magazine.

By archiving articles, we can expect inflows from search engines even in past articles.

Ideal for PR.



Advertisement Plan

Advertisements are also widely acknowledged in the same way as the illustration of "Benefits of information provision" on page 9.

Although advertising expenses are being cut first from the production budget, what is the role of advertising in the first place?

One is to act as a public relations, one is to promote sales (sales promotion).

Public relations is the ultimate objective of increasing fans and sales promotion is the ultimate goal of maximizing sales to the shortest time, and I think that it is necessary to recognize that public relations and sales promotion are different way.

Advertisement as public relations, advertisement as sales promotion, their roles are different, the place to use for advertisement and the contents of the landing page you should prepare will also change.

This new advertising plan is easy to understand simple price. I also prepared a "consulting program" for finding challenges for your purpose and suggesting solutions.

Please refer to the following pages and feel free to contact us.

Header Banner

The left is the display position on the PC and the right is the display position on the smartphone.

Every terminal is displayed at the top.



Side Banner

The left is the approximate display position on the PC, and the right is the display position on the smartphone.

On smartphones, the display position is at the bottom of the article, but it is still the position with the highest CTR.

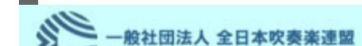


■ 24時間以内で最も読まれた記事

Sorry. No data so far.



吹奏楽コンクール・アンコン情報はここから



Option: Consulting plan

After inquiring about the purpose of advertisement etc., I will identify the problem for that from the viewpoint of a third party and derive a solution to that problem.

In addition, I will propose the best advertisement plan, correction of the landing page before the advertisement, and the schedule of the advertisement.

In some cases, it may be related to other advertisement such as present campaign and interview article advertisement.

As for consulting, I also do it with sponsorship advertisement in Japan.

I am introducing the opinions of customers who actually used sponsorship advertisement and my consulting on page 17, so it would be greatly appreciated if you could refer.

Article Advertisement

You can also create an article with me and you can post your original article (completed manuscript).

Since the article is not deleted unless requested from you, it is a plan that can be expected not only as an article in the site but also a long-term traffic from the search engine.

You can create articles freely at your side such as interview request to Wind Band Press, interview article by a third party, review article for product PR and product use report.

The character [PR] is inserted in the article title.

Price (Oct.-Dec.)

We are abolishing the division of professional, amateur, individuals and companies. Everyone has the following price.

Ad Type	Forecast value*	Price	Size & File type
Header banner	23,000 imp./month 40 click/month	1 JPY per display + 5 JPY per click	Width:within 960px Height:within 120px JPG/GIF/PNG
Side banner**	20,000 imp./month 40 click/month	1 JPY per display + 5 JPY per click	Width:300px(Fixed) Height:within 300px JPG/GIF/PNG
Article Advertisement	MAX 4,030PV/month	5,000 JPY per 1 page	No character limit txt/word
Consulting plan		The above advertisement + 10,000 JPY	

*The forecast value is the predicted value from the most recent numerical value. It does not guarantee the result.

*Click rate varies greatly depending on banner design. The predicted value does not guarantee the click number.

** There is a possibility that the order and position of the side banner may change depending on the situation. please note that.

About creation of advertisement banner

Currently, as a rule banner production is not received, so please prepare by your side.

However, if you are an advertisement for Japan but you do not understand Japanese, I will create a banner translating the English text part of your banner into Japanese. Since editing is done with Fireworks, please deliver it with RGB PNG.

Since I can not translate languages other than English, in that case please ask a third party to create a banner.

The image on the right is an example of a banner that I created and actually used.



Customer's voice

Since I received customer's voice from WISH Wind Orchestra who actually used sponsorship advertisement, I will introduce it.

“Although it was the first request as a sponsor of this time, I got a business plan clearly presented and I asked for peace of mind.

Also, from publishing each PR articles to sending ticket gifts, and after-sale follow-up, it was greatly appreciated that he helps public relations work during the busy period of my production work of concert.

With regard to announcements of concerts and interviews, there is little possibility that new customers will be able to see them even by voluntarily using a website or SNS tool, and by having a third-party tool and viewpoints I feel that I was able to raise the recognition of the concerts and the orchestra.

As for the means of the interview, we were able to match with the convenience of our group and we could exchange smoothly by e - mail.

It seems that many people have seen the banner, and I'm very thankful to have a place for posting longer for this too.

Each number of accesses was also quantified and it was a very easy-to-understand report.

I will continue to sponsor advertisement for future for data collection and analysis.”

Flow of Advertisement From Advertisement to Payment

Please send banner or text by e-mail after consultation and request.

I can usually begin publishing in about 1-2 business days.

The end of the next month of posting end month is the deadline for payment.

For example, in the case of an advertisement of a performance, in the case of the previous month of the performance day or in the case of the present month, payment can be made after the performance.

I will send you the PDF of the invoice, please make a payment to my bank account described on the invoice before the payment deadline stated on the invoice.

Advertisement conditions etc.

Advertisements from sites / services that fall under the following are not accepted.

1. Aiming to introduce business such as information products and MLM.
2. It is aimed at missionary activities such as religious corporations.
3. It is aimed at buying and selling personal information.
4. It is aimed at acts that are disadvantageous to Wind Band Press and other businesses of ONSA.
5. It is aimed at selling products that are regulated for sale.
6. For the purpose of guiding to a pornographic site.
7. It is aimed at selling products with age restrictions or products with illegality.
8. It is aimed at guiding to sites that contain contents contrary to public order and morals.

*Please observe the size stated on the detail page for banner advertisements.

*Server maintenance, etc. may be forced to stop the server unavoidably.

*In the article advertisement [PR] notation is posted.

Consultation of advertisement, way of application

Please contact s-umemoto@windbandpress.net for the items below.

(Please make sure you understand that it is an advertisement matter)

1. Group name (unnecessary in the case of individuals)
2. Your name
3. Name of desired advertisement
4. Desired advertisement period

If you have any questions about advertising, please do not hesitate to contact me.

Business hours: 10: 00 AM - 17: 00 PM (Japan time) (excluding weekends and holidays)

Other business

Golden Hearts Publications

<http://goldenheartspublications.com/>

I am engaged in printing, promotion agency and import / sale in Japan of works of overseas composers who are doing self-publishing.

Select shop "WBP Plus!" (Scheduled to be officially opened from October to November)

<https://store.shopping.yahoo.co.jp/wbpplus/>

I will do the online retail sale (EC) . Select carefully selected products. During the operation of Wind Band Press I will select products that I thought "this is good" and products that I can recommend from my past experience.

Wind Band Press

Please feel free to contact us.

<http://windbandpress.net/>

s-umemoto@windbandpress.net