

Wind Band Press

Material about media and advertisement

April 2018

<https://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 involved 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

The screenshot shows the homepage of Wind Band Press, a website dedicated to wind bands and brass instruments. The header features the site's name in green and a navigation menu with categories like Home, News, Events, and more. The main content area includes a featured article about a performance by Ielun Belwartz and Christian Schmitt, a YouTube video player, and a sidebar with a language selector, a holiday notice, an internal search bar, and a section for current presentations.

吹奏楽・管打楽器に関するニュース・情報サイト
Wind Band Press

ホーム ニュース イベント・公演 発売情報 TV/ラジオ レビュー コラム・レポート インタビュー 動画
プレゼント 募集

Trumpet and Organ Duo (Ielun Belwartz, Christian Schmitt)
2018年9月12日(木) 府中の森芸術劇場 ウィーンホール
2018-04-06 Wind Band Press 0

妙技を堪能しよう！イエルーン・ベルワルツ&クリスチャン・シュミット トランペット&パイプオルガンデュオ・リサイタル -パロックとモダン- (2018/9/12：府中の森芸術劇場 ウィーンホール)

府中の森芸術劇場 ウィーンホールにおいて、トランペット奏者イエルーン・ベルワルツ氏、オルガン奏者クリスチャン・シュミットによるデュオ・リサイタルが開催される。ウィヴィアーニ、バス、マルチェッロ、マル[...]続きを読む]

Select Language

休業日について

営業時間は平日10:00~17:00です。土日祝日は休業日のためメールへのご返信はいたしかねます。臨時休業日のお知らせ：2018/4/18~4/20

サイト内検索

検索...

現在開催中のプレゼント

YouTube

ユーフォニアムにヨハン・デメイ氏の姿が！！
ハーディ・メルテンス (Hardy Mertens)
「Rose des Sables」の演奏動画が公開に

2018-04-05 Wind Band Press 0

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.

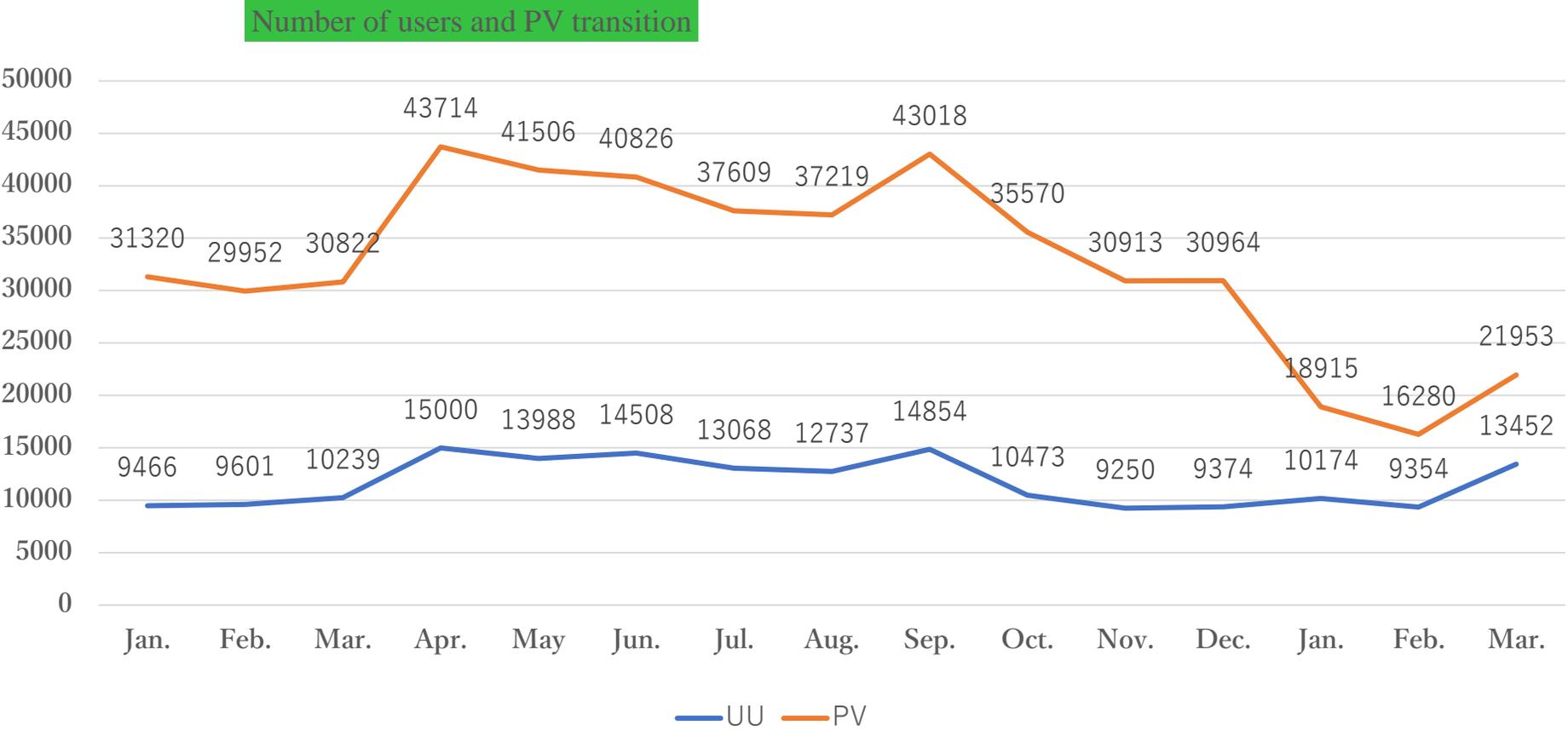
We receive information directly from the information provider (cooperator) and receive cooperation and create articles.

In the future, we plan to gradually increase the "media" aspect as well as the "information site" aspect.

Wind Band Press Growth Graph

For the last three months average is about 19,000 monthly PV, about 11,000 users are settled.

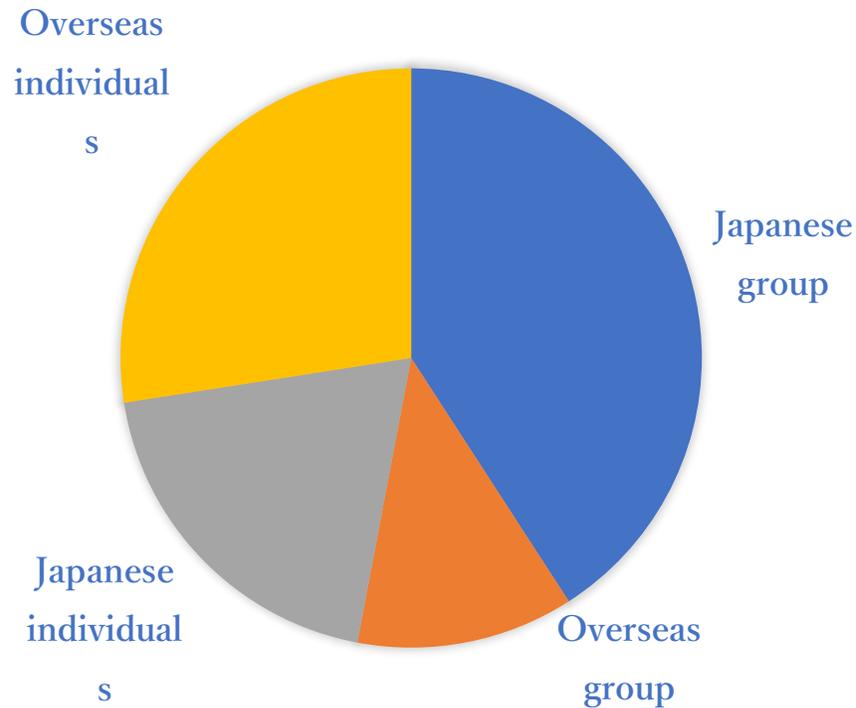
Average PV per user dropped after the site layout change at the beginning of January and the total PV drastically decreased, but the number of users is gradually increasing again.



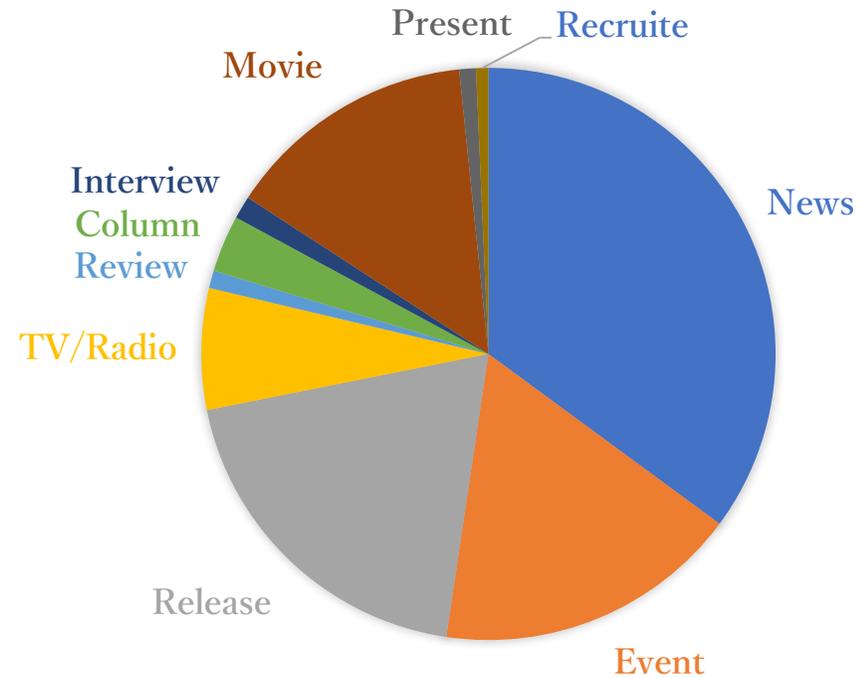
Attributes of information providers and attributes of articles

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



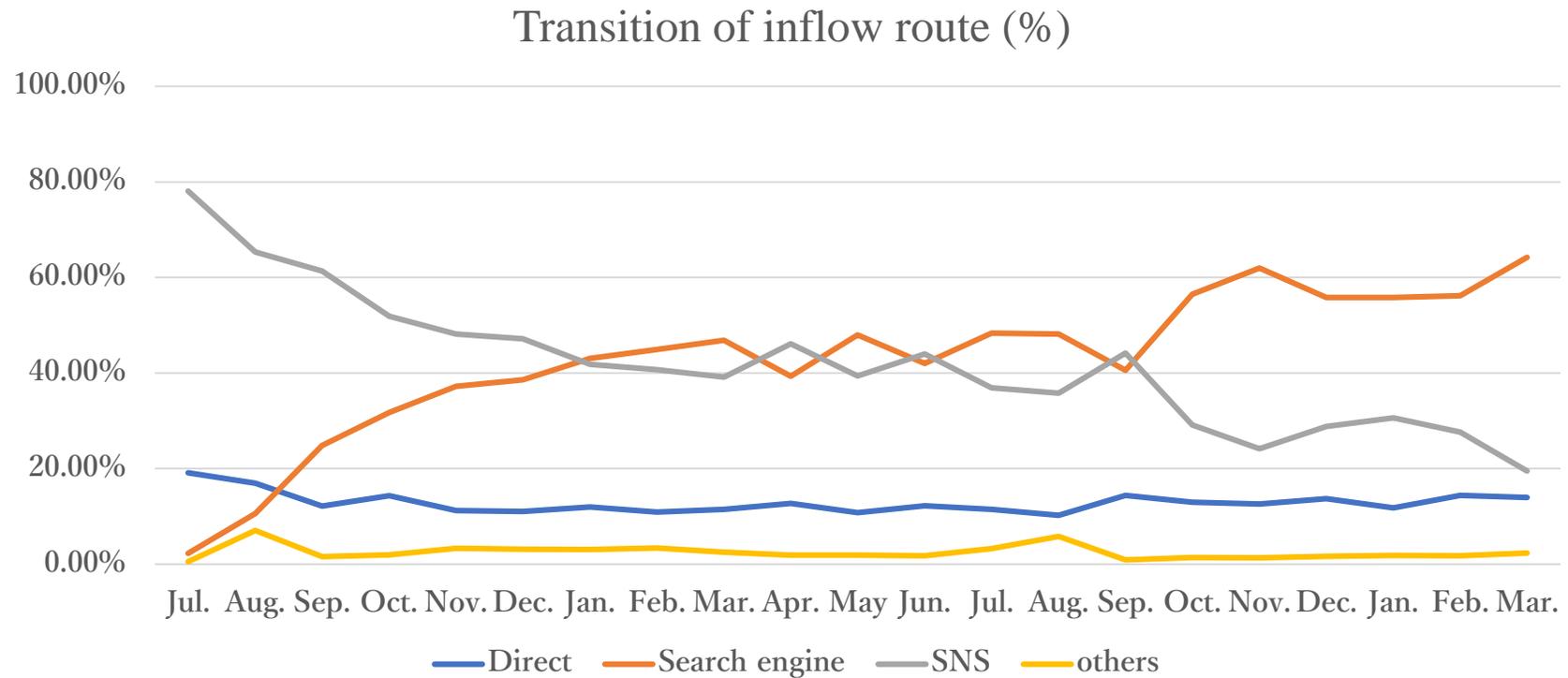
NUMBER OF ARTICLES BY CATEGORY



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.

Since October 2017, the inflow from SNS has drastically decreased, and the proportion of search engines has increased due to the increase in the number of articles. As for SNS, there may be influences such as alteration of algorithms of each platform. As the balance is getting worse, it is the part that remains as an assignment.



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.

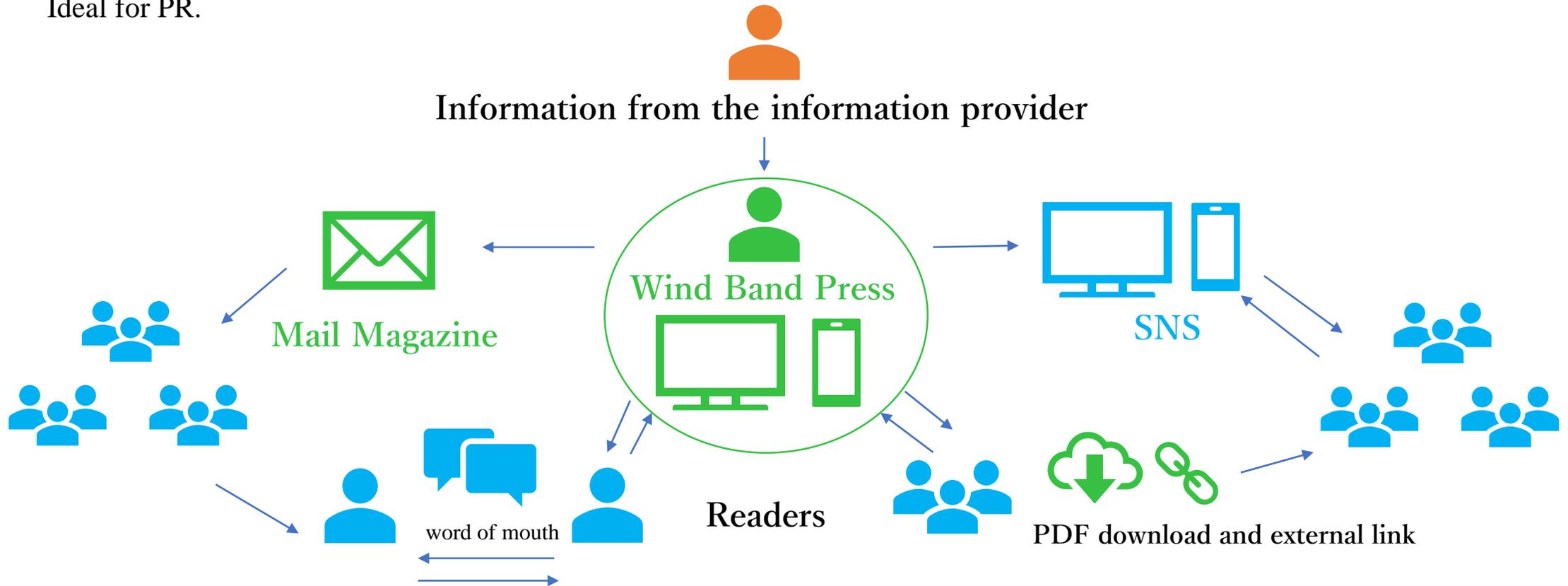
s-umemoto@windbandpress.net

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.

Even if you can not use Japanese, I (Shuheï Umemoto) can also interview you.

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

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.



Price (Apr.-Jun.)

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

Ad Type	Forecast value*	Price	Size & File type
Banner**	20,000 imp./month 10-40 click/month	1 JPY per display	Width:300px(Fixed) Height:within 300px JPG/GIF/PNG

*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.



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 or PayPal 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. 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

<https://goldenheartspublications.com/>

I am engaged in printing, promotion agency and import / sale in Japan of works of overseas composers who are doing self-publishing. Also, several works have been published by Golden Hearts Publications. If you are interested in outsourcing in Japan please do not hesitate to contact us.

Select shop "WBP Plus!"

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

This is online retail sale (EC) . Select carefully from many 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. You can purchase some Japanese CD’s and Scores from this store. Please read below link.

[About ordering from outside Japan and shipping from our shop](#)

Wind Band Press

Please feel free to contact us.

<https://windbandpress.net/>

s-umemoto@windbandpress.net