

SONY



# SAVE UP TO \$600

ON SELECT SONY CAMERAS & LENSES

LIMITED TIME SAVINGS EVENT: 1/29 – 2/11/2024



**SAVE \$150**

**α 6400 + 16-50MM POWER ZOOM**  
REG: \$999<sup>99</sup> SALE: \$849<sup>99</sup>



**SAVE \$200**

**α 7 III + 28-70MM ZOOM LENS**  
REG: \$2,199<sup>99</sup> SALE: \$1,999<sup>99</sup>



**SAVE \$200**

**α 7R IV BODY**  
REG: \$3,199<sup>99</sup> SALE: \$2,999<sup>99</sup>

						
FE PZ 16-35mm F4 G SELP1635G <b>SAVE \$100</b> \$1,199 <sup>99</sup> \$1,099 <sup>99</sup>	FE 24-70mm F2.8 GM SEL2470GM <b>SAVE \$100</b> \$1,699 <sup>99</sup> \$1,599 <sup>99</sup>	FE 24-105mm F4 G OSS SEL24105G/2 <b>SAVE \$100</b> \$1,299 <sup>99</sup> \$1,199 <sup>99</sup>	FE 35mm F1.4 GM SEL35F14GM <b>SAVE \$100</b> \$1,399 <sup>99</sup> \$1,299 <sup>99</sup>	FE 50mm F1.2 GM SEL50F12GM <b>SAVE \$100</b> \$1,999 <sup>99</sup> \$1,899 <sup>99</sup>	FE 50mm F1.8 G SEL50F18F2 <b>SAVE \$50</b> \$249 <sup>99</sup> \$199 <sup>99</sup>	FE 90mm F2.8 Macro G OSS SEL90M28G <b>SAVE \$100</b> \$1,099 <sup>99</sup> \$999 <sup>99</sup>
						
FE 100-400mm F4.5-5.6 GM OSS SEL100400GM <b>SAVE \$100</b> \$2,499 <sup>99</sup> \$2,399 <sup>99</sup>	FE 70-200mm F2.8 GM OSS SEL70200GM <b>SAVE \$100</b> \$1,999 <sup>99</sup> \$1,899 <sup>99</sup>	FE 200-600mm F5.6-6.3 G OSS SEL200600G <b>SAVE \$100</b> \$1,999 <sup>99</sup> \$1,899 <sup>99</sup>	E PZ 10-20mm F4 G APS-C SELP1020G <b>SAVE \$100</b> \$749 <sup>99</sup> \$649 <sup>99</sup>	E 11mm F1.8 APS-C SEL11F18 <b>SAVE \$50</b> \$549 <sup>99</sup> \$499 <sup>99</sup>	E PZ 18-105mm F4 G OSS SELP18105G <b>SAVE \$100</b> \$649 <sup>99</sup> \$549 <sup>99</sup>	E 70-350mm F4.5-6.3 G OSS SEL70350G <b>SAVE \$100</b> \$999 <sup>99</sup> \$899 <sup>99</sup>

SEE BACK SIDE FOR FULL LIST OF PRODUCTS

**ADD MEMORY CARD OR ACCESSORIES**

**SAVE UP TO \$100**

Ask sales associate about savings when bundling media or accessories.



**+ SAVE MORE**

**BUNDLE & SAVE UP TO \$200**

Purchase a Sony ILC body or kit with select lens and save up to \$200.

OFFER VALID: 4/3/2023 – 3/31/2024



MIRRORLESS CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 <sup>99</sup>	\$200	\$2,999 <sup>99</sup>
Alpha 7R III Body	ILCE7RM3A/B	\$2,199 <sup>99</sup>	\$200	\$1,999 <sup>99</sup>
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 <sup>99</sup>	\$200	\$1,999 <sup>99</sup>
Alpha 7 III Body	ILCE7M3/B	\$1,999 <sup>99</sup>	\$200	\$1,799 <sup>99</sup>
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	\$999 <sup>99</sup>
Alpha 7 II Body	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	\$899 <sup>99</sup>
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 <sup>99</sup>	\$200	\$1,399 <sup>99</sup>
Alpha 6600 Body	ILCE6600/B	\$1,199 <sup>99</sup>	\$200	\$999 <sup>99</sup>
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,299 <sup>99</sup>	\$150	\$1,149 <sup>99</sup>
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400L/B	\$999 <sup>99</sup>	\$150	\$849 <sup>99</sup>
Alpha 6400 Body	ILCE6400/B	\$899 <sup>99</sup>	\$150	\$749 <sup>99</sup>
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses	ILCE6100Y/B	\$1,099 <sup>99</sup>	\$200	\$899 <sup>99</sup>
Alpha 6100 + 16-50mm Power Zoom Lens	ILCE6100L/B	\$849 <sup>99</sup>	\$150	\$699 <sup>99</sup>

FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 <sup>99</sup>	\$100	\$2,899 <sup>99</sup>	-
FE 14mm F1.8 GM	SEL14F18GM	\$1,599 <sup>99</sup>	\$100	\$1,499 <sup>99</sup>	-
FE PZ 16-35mm F4 G	SELP1635G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	\$50
FE 20mm F1.8 G	SEL20F18G	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$50
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	-
FE 24mm F2.8 G	SEL24F28G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$200	\$699 <sup>99</sup>	-
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 <sup>99</sup>	\$100	\$1,599 <sup>99</sup>	\$50
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$100	\$1,199 <sup>99</sup>	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 <sup>99</sup>	\$100	\$949 <sup>99</sup>	-
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	-
FE 40mm F2.5 G	SEL40F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 50mm F2.5 G	SEL50F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	-
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup>	\$50	\$199 <sup>99</sup>	\$30
FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	-
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	-
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	-
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	\$1,174 <sup>99</sup>	-
FE 85mm F1.4 GM	SEL85F14GM	\$1,799 <sup>99</sup>	\$100	\$1,699 <sup>99</sup>	-
FE 85mm F1.8	SEL85F18/2	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	\$999 <sup>99</sup>	-
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	-
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	-
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	-

APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
E 11mm F1.8	SEL11F18	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$50
E 15mm F1.4 G	SEL15F14G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	\$100
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 <sup>99</sup>	\$100	\$549 <sup>99</sup>	-
E 30mm F3.5 Macro	SEL30M35	\$299 <sup>99</sup>	\$50	\$249 <sup>99</sup>	-
E 35mm F1.8 OSS	SEL35F18	\$474 <sup>99</sup>	\$50	\$424 <sup>99</sup>	-
E 50mm F1.8 OSS (All colors)	SEL50F18	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	-
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	\$50

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
Sony CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,399 <sup>99</sup>	\$400	\$999 <sup>99</sup>	
Sony CFexpress Type A Memory Card 960GB	CEAM960T	\$749 <sup>99</sup>	\$170	\$579 <sup>99</sup>	
CFexpress Type A 640GB	CEAG640T	\$999 <sup>99</sup>	\$160	\$839 <sup>99</sup>	\$20
CFexpress Type A Memory Card 320GB	CEAG320T	\$649 <sup>99</sup>	\$120	\$529 <sup>99</sup>	\$50
CFexpress Type A 160GB	CEAG160T	\$399 <sup>99</sup>	\$130	\$269 <sup>99</sup>	\$40
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 <sup>99</sup>	\$60	\$339 <sup>99</sup>	\$50
UHS-II G TOUGH series 128GB	SFG128T	\$209 <sup>99</sup>	\$35	\$174 <sup>99</sup>	\$25
UHS-II G TOUGH series 64GB	SFG64T/T1	\$109 <sup>99</sup>	\$15	\$94 <sup>99</sup>	
Wireless Radio Flash GN60	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	-
Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	VGC4EM	\$399 <sup>99</sup>	\$50	\$349 <sup>99</sup>	\$100
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$100

\* BUNDLE OFFER VALID: 4/3/2023 - 3/31/2024

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