

SONY

α  
ALPHA

# SAVE UP TO \$650

## ON SELECT SONY CAMERAS & LENSES

LIMITED TIME SAVINGS EVENT: 3/3 – 3/31/2024

SAVE UP TO  
\$250



REG: \$3,199<sup>99</sup> SALE: \$2,999<sup>99</sup>

α 7R V BODY

SAVE \$200 INSTANTLY

**+ \$50 CASH BACK**  
WHEN YOU REGISTER  
YOUR CAMERA<sup>1</sup>

SAVE UP TO  
\$250



REG: \$2,199<sup>99</sup> SALE: \$1,999<sup>99</sup>

α 7 III + 28-70MM LENS

SAVE \$200 INSTANTLY

**+ \$50 CASH BACK**  
WHEN YOU REGISTER  
YOUR CAMERA<sup>1</sup>

SAVE UP TO  
\$180



REG: \$999<sup>99</sup> SALE: \$849<sup>99</sup>

α 6400 + 16-50MM POWER ZOOM

SAVE \$150 INSTANTLY

**+ \$30 CASH BACK**  
WHEN YOU REGISTER  
YOUR CAMERA<sup>1</sup>

SAVE UP TO  
\$130



REG: \$899<sup>99</sup> SALE: \$799<sup>99</sup>

ZV-1 II CAMERA (ALL COLORS)

SAVE \$100 INSTANTLY

**+ \$30 CASH BACK**  
WHEN YOU REGISTER  
YOUR CAMERA<sup>1</sup>



FE 24-70mm F2.8 GM  
SEL2470GM  
**SAVE \$100**  
\$1,699<sup>99</sup> \$1,599<sup>99</sup>



FE 24-105mm F4 G OSS  
SEL24105G/2  
**SAVE \$100**  
\$1,299<sup>99</sup> \$1,199<sup>99</sup>



FE 35mm F1.4 GM  
SEL35F14GM  
**SAVE \$100**  
\$1,399<sup>99</sup> \$1,299<sup>99</sup>



FE 70-200mm F2.8  
GM OSS  
SEL70200GM  
**SAVE \$100**  
\$1,999<sup>99</sup> \$1,899<sup>99</sup>



FE 200-600mm  
F5.6-6.3 G OSS  
SEL200600G  
**SAVE \$100**  
\$1,999<sup>99</sup> \$1,899<sup>99</sup>



E 11mm  
F1.8 APS-C  
SEL11F18  
**SAVE \$50**  
\$549<sup>99</sup> \$499<sup>99</sup>



E PZ 18-105 mm  
F4 G OSS  
SELP18105G  
**SAVE \$100**  
\$649<sup>99</sup> \$549<sup>99</sup>



E 70-350 mm  
F4.5-6.3 G OSS  
SEL70350G  
**SAVE \$100**  
\$999<sup>99</sup> \$899<sup>99</sup>



ECM-S1  
Wireless Streaming Mic  
**SAVE \$30**  
\$419<sup>99</sup> \$389<sup>99</sup>

**+ ADDITIONAL \$70 OFF**  
WHEN BUNDLED WITH  
A CAMERA



ECM-W3  
Dual-channel Wireless Mic  
**SAVE \$30**  
\$469<sup>99</sup> \$439<sup>99</sup>

**+ ADDITIONAL \$70 OFF**  
WHEN BUNDLED WITH  
A CAMERA



ECM-W3  
Single-channel Wireless Mic  
**SAVE \$20**  
\$349<sup>99</sup> \$329<sup>99</sup>

**+ ADDITIONAL \$50 OFF**  
WHEN BUNDLED WITH  
A CAMERA

**ADD MEMORY CARD  
OR ACCESSORIES**

Ask sales associate about  
savings when bundling  
media or accessories.

**SAVE  
UP TO \$100**



**+ 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



## REGISTRATION HAS ITS PERKS

**\$50 CASH BACK** on products over \$1000 or  
**\$30 CASH BACK** on products under \$1000<sup>1</sup>  
When you register your Sony camera or lens.

**SEE BACK SIDE  
FOR FULL LIST  
OF PRODUCTS**

MIRRORLESS CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	CASH BACK	
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 <sup>99</sup>	\$200	\$2,999 <sup>99</sup>	\$50	
Alpha 7R III Body	ILCE7RM3A/B	\$2,199 <sup>99</sup>	\$200	\$1,999 <sup>99</sup>	\$50	
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 <sup>99</sup>	\$200	\$1,999 <sup>99</sup>	\$50	
Alpha 7 III Body	ILCE7M3/B	\$1,999 <sup>99</sup>	\$200	\$1,799 <sup>99</sup>	\$50	
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	\$999 <sup>99</sup>	\$30	
Alpha 7 II Body	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	\$899 <sup>99</sup>	\$30	
Alpha 7C Body (All Colors)	ILCE7C	\$1,599 <sup>99</sup>	\$100	\$1,499 <sup>99</sup>	\$50	
Alpha 7C + 28-60mm Zoom Lens (All Colors)	ILCE7CL	\$1,899 <sup>99</sup>	\$100	\$1,799 <sup>99</sup>	\$50	
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 <sup>99</sup>	\$200	\$1,399 <sup>99</sup>	\$50	
Alpha 6600 Body	ILCE6600/B	\$1,199 <sup>99</sup>	\$200	\$999 <sup>99</sup>	\$30	
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,299 <sup>99</sup>	\$150	\$1,149 <sup>99</sup>	\$50	
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400L/B	\$999 <sup>99</sup>	\$150	\$849 <sup>99</sup>	\$30	
Alpha 6400 Body	ILCE6400/B	\$899 <sup>99</sup>	\$150	\$749 <sup>99</sup>	\$30	
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses	ILCE6100Y/B	\$1,099 <sup>99</sup>	\$200	\$899 <sup>99</sup>	\$30	
Alpha 6100 + 16-50mm Power Zoom Lens	ILCE6100L/B	\$849 <sup>99</sup>	\$150	\$699 <sup>99</sup>	\$30	
Alpha 6100	ILCE6100/B	\$749 <sup>99</sup>	\$150	\$599 <sup>99</sup>	\$30	
ZV-1 Camera (All Colors)	DCZV1	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$30	
ZV-1 II Camera (All Colors)	ZV1M2	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$30	
FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	CASH BACK	BUNDLE & SAVE OFFER <sup>2</sup>
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 <sup>99</sup>	\$100	\$2,899 <sup>99</sup>	\$50	-
FE 14mm F1.8 GM	SEL14F18GM	\$1,599 <sup>99</sup>	\$100	\$1,499 <sup>99</sup>	\$50	-
FE PZ 16-35mm F4 G	SELP1635G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	\$50	\$50
FE 20mm F1.8 G	SEL20F18G	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$30	\$50
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	\$50	-
FE 24mm F2.8 G	SEL24F28G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$30	\$50
FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$200	\$699 <sup>99</sup>	\$30	-
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 <sup>99</sup>	\$100	\$1,599 <sup>99</sup>	\$50	\$50
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$100	\$1,199 <sup>99</sup>	\$50	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 <sup>99</sup>	\$100	\$949 <sup>99</sup>	\$30	-
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$30	\$50
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	\$50	-
FE 40mm F2.5 G	SEL40F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$30	\$50
FE 50mm F2.5 G	SEL50F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$30	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	\$50	-
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup>	\$50	\$199 <sup>99</sup>	\$30	\$30
FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	\$30	-
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	\$50	-
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	\$50	-
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	\$1,174 <sup>99</sup>	\$50	-
FE 85mm F1.4 GM	SEL85F14GM	\$1,799 <sup>99</sup>	\$100	\$1,699 <sup>99</sup>	\$50	-
FE 85mm F1.8	SEL85F18/2	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$30	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	\$999 <sup>99</sup>	\$30	-
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	\$50	-
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	\$50	-
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	\$50	-
APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	CASH BACK	BUNDLE & SAVE OFFER
E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$30	\$50
E 11mm F1.8	SEL11F18	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$30	\$50
E 15mm F1.4 G	SEL15F14G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$30	\$50
E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	\$50	\$100
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 <sup>99</sup>	\$100	\$549 <sup>99</sup>	\$30	-
E 30mm F3.5 Macro	SEL30M35	\$299 <sup>99</sup>	\$50	\$249 <sup>99</sup>	\$30	-
E 35mm F1.8 OSS	SEL35F18	\$474 <sup>99</sup>	\$50	\$424 <sup>99</sup>	\$30	-
E 50mm F1.8 OSS (All colors)	SEL50F18/B	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$30	-
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	\$30	\$50
ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	CASH BACK	BUNDLE & SAVE OFFER
Wireless Streaming Mic	ECMS1	\$419 <sup>99</sup>	\$30	\$389 <sup>99</sup>	\$30	\$70
Dual-channel Wireless Mic	ECMW3	\$469 <sup>99</sup>	\$30	\$439 <sup>99</sup>	\$30	\$70
Single-channel Wireless Mic	ECMW3S	\$349 <sup>99</sup>	\$20	\$329 <sup>99</sup>	\$30	\$50
Sony CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,399 <sup>99</sup>	\$400	\$999 <sup>99</sup>	\$30	
Sony CFexpress Type A Memory Card 960GB	CEAM960T	\$749 <sup>99</sup>	\$170	\$579 <sup>99</sup>	\$30	
CFexpress Type A 640GB	CEAG640T	\$999 <sup>99</sup>	\$160	\$839 <sup>99</sup>	\$30	\$20
CFexpress Type A Memory Card 320GB	CEAG320T	\$649 <sup>99</sup>	\$120	\$529 <sup>99</sup>	\$30	\$50
CFexpress Type A 160GB	CEAG160T	\$399 <sup>99</sup>	\$130	\$269 <sup>99</sup>	\$30	\$40
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 <sup>99</sup>	\$60	\$339 <sup>99</sup>	\$30	\$50
UHS-II G TOUGH series 128GB	SFG128T	\$209 <sup>99</sup>	\$35	\$174 <sup>99</sup>	\$30	\$25
UHS-II G TOUGH series 64GB	SFG64T/T1	\$109 <sup>99</sup>	\$15	\$94 <sup>99</sup>	\$30	
Wireless Radio Flash GN60	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$30	-
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>	\$30	\$100
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$30	\$100

1. Offer valid for purchases of eligible models between 2/1/2024 - 4/30/2024. Redeem by 5/14/2024. Fulfilled within 8 weeks. See [pro.sony/reg](https://pro.sony/reg) for terms and conditions and eligible models.

2. BUNDLE OFFER VALID: 4/3/2023 - 3/31/2024

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