## SONY

SAVE TO \$600 LIMITED TIME SAVINGS EVENT: 5/6 - 6/2/2024

## DN**SALE**ON**SALEONSALEONSALEONSALEONSALEONSALEONSALE**ON



α7rv body REG: \$3,89999 SALE: \$3,49999



REG: \$2,49999 SALE: \$2,29999



**ZV-E1** + 28-60MM ZOOM LENS REG: \$2,49999 SALE: \$2,19999



FE 35MM F1.4 GM REG: \$1,39999 SALE: \$1,29999 SAVE \$100

SEL35F14GM



SEL50F12GM FE 50MM F1.2 GM REG: \$1,99999 SALE: \$1,89999



SELP1635G FE PZ 16-35MM F4 G REG: \$1,19999 SALE: \$1,09999 **SAVE \$100** 



ECMS1 WIRELESS STREAMING MIC REG: \$41999 SALE: \$38999

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





SEL2470GM

FE 24-70MM F2.8 GM REG: \$1,69999

SALE: \$1,59999

**SAVE \$100** 

\$100 OFF WHEN

BUNDLED WITH

DUAL-CHANNEL

WIRELESS MIC

REG: \$46999

A CAMERA

ECMW3

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



SEL70200GM FE 70-200MM F2.8 GM OSS REG: \$1.99999 SALE: \$1,89999 **SAVE \$100** 

\$100 OFF WHEN BUNDLED WITH A CAMERA



SEL1655G E 16-55MM F2.8 G REG: \$1,39999 SALE: \$1,29999



\$100 OFF WHEN BUNDLED WITH A CAMERA













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



## ADD MEMORY CARD **OR ACCESSORIES**

Ask sales associate about savings when bundling media or accessories.





**DOUBLE YOUR** WARRANTY PERIOD JUST BY REGISTERING

Extend your warranty to 2 years total by receiving a 1-year extension to the limited warranty when you register this product within 30 days of purchase.

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

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	
Alpha 7R V Body	ILCE7RM5/B	\$3,899 <sup>99</sup>	\$400	\$3,499 <sup>99</sup>	
Alpha 75 III Body	ILCE7SM3/B	\$3,49999	\$300	\$3,19999	-
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 <sup>99</sup>	\$200	\$2,999 <sup>99</sup>	-
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 <sup>99</sup>	\$200	\$2,499 <sup>99</sup>	
Alpha 7 IV Body	ILCE7M4/B	\$2,499 <sup>99</sup>	\$200	\$2,299 <sup>99</sup>	_
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)	ILCZVE1L	\$2,499 <sup>99</sup>	\$300	\$2,199 <sup>99</sup>	_
Alpha ZV-E1 Body (All Colors)	ILCZVE1 ILCE7RM3A/B	\$2,199 <sup>99</sup> \$2,199 <sup>99</sup>	\$300 \$200	\$1,899 <sup>99</sup> \$1,999 <sup>99</sup>	_
Alpha 7R III Body Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 <sup>33</sup> \$1,999 <sup>99</sup>	\$200	\$1,69999	_
Alpha 7 III Body	ILCE7M3/B	\$1,79999	\$300	\$1,49999	_
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,59999	\$200	\$1,399 <sup>99</sup>	-
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	\$999 <sup>99</sup>	-
Alpha 7 ll Body	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	\$899 <sup>99</sup>	_
Alpha 6600 Body	ILCE6600/B	\$1,199 <sup>99</sup>	\$200	\$999 <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>	_
Alpha 6100 Body	ILCE6100/B	\$74999	\$150	\$599 <sup>99</sup>	_
ZV-1 II Camera (All Colors)	ZV1M2	\$89999	\$100	\$799 <sup>99</sup> \$649 <sup>99</sup>	_
ZV-1 Camera (All Colors) ZV-1F Vlog camera (All Colors) - promo valid 5/6-5/12	DCZV1 ZV1F	\$749 <sup>99</sup> \$499 <sup>99</sup>	\$100 \$100	\$649 <sup>99</sup> \$399 <sup>99</sup>	_
		REGULAR	INSTANT	SALE	BUNDLE &
FULL-FRAME LENSES	MODEL #	PRICE	REBATE	PRICE	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	\$1,59999	\$100	\$1,49999	-
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 SEL24F14GM	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$50
FE 24mm F1.4 GM FE 24mm F2.8 G	SEL24F14GM SEL24F28G	\$1,399 <sup>99</sup> \$599 <sup>99</sup>	\$100 \$50	\$1,299 <sup>99</sup> \$549 <sup>99</sup>	\$50
FE 24-70mm F4 ZA OSS	SEL24F28G SEL2470Z	\$89999	\$200	\$699 <sup>99</sup>	350
FE 24-70mm F2.8 GM	SEL2470GM	\$1,69999	\$100	\$1,59999	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$100	\$1,19999	\$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	\$1,99999	\$100	\$1,89999	-
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup> \$999 <sup>99</sup>	\$50	\$199 <sup>99</sup> \$899 <sup>99</sup>	\$30
FE 55mm F1.8 ZA FE 70-200mm F2.8 GM OSS	SEL55F18Z SEL70200GM	\$999 <sup>33</sup> \$1,999 <sup>99</sup>	\$100 \$100	\$89999	\$100
FE 70-200mm F4 G OSS	SEL70200GW	\$1,1999	\$100	\$1,09999	\$100
FE 70-300mm F4.5-5.6 G OSS	SEL70200G	\$1,274 <sup>99</sup>	\$100	\$1,17499	_
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>	-
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$549 <sup>99</sup>	-	-	\$200
APS-C LENSES	MODEL #	REGULAR	INSTANT	SALE	BUNDLE &
		PRICE	REBATE	PRICE	SAVE OFFER
E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
E 11mm F1.8 E 15mm F1.4 G	SEL11F18 SEL15F14G	\$549 <sup>99</sup> \$749 <sup>99</sup>	\$50 \$100	\$499 <sup>99</sup> \$649 <sup>99</sup>	\$50 \$50
E 16-55mm F2.8 G	SEL1655G	\$1.39999	\$100	\$1,29999	\$100
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 <sup>99</sup>	\$100	\$54999	-
E 30mm F3.5 Macro	SEL30M35	\$299 <sup>99</sup>	\$50	\$249 <sup>99</sup>	_
E 35mm F1.8 OSS	SEL35F18	\$47499	\$50	\$424 <sup>99</sup>	-
E 50mm F1.8 OSS (All colors)	SEL50F18/B	\$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	INSTANT	SALE	BUNDLE &
		PRICE	REBATE	PRICE	SAVE OFFER
Wireless Streaming Mic	ECMS1	\$419 <sup>99</sup>	\$30	\$38999	\$70
Dual-channel Wireless Mic	ECMW3	\$469 <sup>99</sup>	\$30	\$439 <sup>99</sup>	\$70
Single-channel Wireless Mic Digital Shotgun Microphone	ECMW3S ECMM1	\$349 <sup>99</sup> \$349 <sup>99</sup>	\$20 _	\$329 <sup>99</sup>	\$50 \$50
Sony CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,39999	\$400		\$100
Sony CFexpress Type A Memory Card 19200B	CEAM960T	\$749 <sup>99</sup>	\$170	\$579 <sup>99</sup>	\$50
CFexpress Type A 640GB	CEAG640T	\$999 <sup>99</sup>	\$160	\$839 <sup>99</sup>	\$100
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	\$20999	\$35	\$174 <sup>99</sup>	\$25
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					
	VGC4EM	\$399 <sup>99</sup>	\$50	\$349 <sup>99</sup>	\$100
7R IV and Alpha 7R V Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC4EM VGC3EM	\$399 <sup>99</sup> \$349 <sup>99</sup>	\$50 \$50	\$349 <sup>99</sup> \$299 <sup>99</sup>	\$100 \$100
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