

# SONY

## SAVE UP TO \$400

ONE WEEK ONLY: OCTOBER 7 - 13, 2024



**SAVE \$400**

**α7R V BODY**  
REG: \$3,899<sup>99</sup> SALE: \$3,499<sup>99</sup>

**SAVE \$300**

**α7 III + 28-70MM LENS**  
REG: \$1,999<sup>99</sup> SALE: \$1,699<sup>99</sup>

**SAVE \$300**

**ZV-E1 + 28-60MM ZOOM LENS**  
REG: \$2,499<sup>99</sup> SALE: \$2,199<sup>99</sup>  
Available in black and white

**SAVE \$100**

**ZV-E10 + 16-50MM LENS**  
REG: \$799<sup>99</sup> SALE: \$699<sup>99</sup>  
Available in black and white

**SAVE \$100**

**ZV-1 II + FIXED 18-50MM LENS**  
REG: \$899<sup>99</sup> SALE: \$799<sup>99</sup>  
Available in black and white

**SAVE \$150**

**ZV-1 + FIXED 24-70MM LENS**  
REG: \$749<sup>99</sup> SALE: \$599<sup>99</sup>  
Available in black and white

+ ADDITIONAL \$50 OFF WHEN BUNDLED WITH ACCVC2 OR ACCVC1 ACCESSORY KIT

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**SEL24105G FE24-105MM F4 G OSS**  
REG: \$1,299<sup>99</sup> SALE: \$1,099<sup>99</sup> **SAVE \$200**

**SEL50F14GM FE50MM F1.4 GM**  
REG: \$1,299<sup>99</sup> SALE: \$1,199<sup>99</sup> **SAVE \$100**

**SEL2070G FE20-70MM F4 G**  
REG: \$1,099<sup>99</sup> SALE: \$999<sup>99</sup> **SAVE \$100**

**SEL70200GM FE70-200MM F2.8 GM OSS**  
REG: \$1,999<sup>99</sup> SALE: \$1,899<sup>99</sup> **SAVE \$100**

+ ADDITIONAL \$100 OFF WHEN BUNDLED WITH A CAMERA

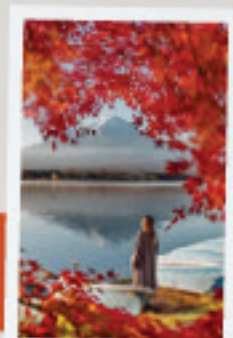
+ ADDITIONAL \$100 OFF WHEN BUNDLED WITH A CAMERA

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**ECM51 WIRELESS STREAMING MIC**  
REG: \$419<sup>99</sup> SALE: \$319<sup>99</sup> **SAVE \$100**

**ECMW3 DUAL-CHANNEL WIRELESS MIC**  
REG: \$469<sup>99</sup> SALE: \$349<sup>99</sup> **SAVE \$120**

**ECMW35 DUAL-CHANNEL WIRELESS MIC**  
REG: \$349<sup>99</sup> SALE: \$299<sup>99</sup> **SAVE \$50**



**2x 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.

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

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.



**SAVE UP TO \$100**

SEE BELOW FOR FULL LIST OF PRODUCTS

CAMERA S	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
Alpha 7R V Body	ILCE7RM5/B	\$3,899 <sup>99</sup>	\$400	\$3,499 <sup>99</sup>	
Alpha 7S II Body	ILCE7SM3/B	\$3,400 <sup>00</sup>	\$300	\$3,100 <sup>00</sup>	
Alpha 7R IV Body	ILCE7RM4A/B	\$3,100 <sup>00</sup>	\$200	\$2,900 <sup>00</sup>	
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7RM4K/B	\$2,000 <sup>00</sup>	\$200	\$1,800 <sup>00</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)	ILCE2VE1L	\$2,499 <sup>99</sup>	\$300	\$2,199 <sup>99</sup>	
Alpha ZV-E1 Body (All Colors)	ILCE2VE1	\$2,199 <sup>99</sup>	\$300	\$1,899 <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	\$1,999 <sup>99</sup>	\$300	\$1,699 <sup>99</sup>	
Alpha 7C + 28-70mm Zoom Lens (All Colors)	ILCE7CL	\$1,899 <sup>99</sup>	\$300	\$1,599 <sup>99</sup>	
Alpha 7 III Body	ILCE7M3/B	\$1,799 <sup>99</sup>	\$300	\$1,499 <sup>99</sup>	
Alpha 7C Body (All Colors)	ILCE7C	\$1,599 <sup>99</sup>	\$300	\$1,299 <sup>99</sup>	
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 <sup>99</sup>	\$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 II Body	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	\$899 <sup>99</sup>	
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,299 <sup>99</sup>	\$150	\$1,149 <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 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 Power Zoom Lens	ILCE6100L/B	\$849 <sup>99</sup>	\$150	\$699 <sup>99</sup>	
Alpha 6100 Body	ILCE6100/B	\$749 <sup>99</sup>	\$150	\$599 <sup>99</sup>	
Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors)	ILCEZVE10L	\$799 <sup>99</sup>	\$100	\$699 <sup>99</sup>	
Alpha ZV-E10 Body (All Colors)	ILCEZVE10	\$699 <sup>99</sup>	\$100	\$599 <sup>99</sup>	
ZV-1 II Camera (All Colors)	ZV1M2	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	
ZV-1 Camera (All Colors)	DZV1	\$749 <sup>99</sup>	\$150	\$599 <sup>99</sup>	
ZV-1F Vlog camera (All Colors)	ZV1F	\$499 <sup>99</sup>	\$100	\$399 <sup>99</sup>	
FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
FE 12-24mm F2.8 GM	SEL1224GM	\$2,000 <sup>00</sup>	\$100	\$1,900 <sup>00</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	\$1,100 <sup>00</sup>	\$100	\$1,000 <sup>00</sup>	\$50
FE 20mm F1.8 G	SEL20F18G	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$50
FE 20-70mm F4 G	SEL2070G	\$1,099 <sup>99</sup>	\$100	\$999 <sup>99</sup>	
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	SEL2470ZB	\$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>	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$200	\$1,099 <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 F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
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 F1.4 GM	SEL50F14GM	\$1,299 <sup>99</sup>	\$100	\$1,199 <sup>99</sup>	\$100
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>	\$100
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 F1.8	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 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
Wireless Streaming Mic	ECM51	\$419 <sup>99</sup>	\$100	\$319 <sup>99</sup>	
Dual-channel Wireless Mic	ECMW3	\$469 <sup>99</sup>	\$120	\$349 <sup>99</sup>	
Single-channel Wireless Mic	ECMW35	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	
Sony CFexpress Type A Memory Card 192GB	CEAM192OT	\$1,399 <sup>99</sup>	\$470	\$929 <sup>99</sup>	\$100
Sony CFexpress Type A Memory Card 96GB	CEAM96OT	\$749 <sup>99</sup>	\$200	\$549 <sup>99</sup>	\$50
CFexpress Type A 64GB	CEAG64OT	\$699 <sup>99</sup>	\$200	\$499 <sup>99</sup>	\$50
CFexpress Type A Memory Card 32GB	CEAG32OT	\$99 <sup>99</sup>	\$180	\$49 <sup>99</sup>	\$50
CFexpress Type A 16GB	CEAG16OT	\$399 <sup>99</sup>	\$130	\$269 <sup>99</sup>	\$40
UHS-II G TOUGH series 256GB	SPG256T/T1	\$399 <sup>99</sup>	\$100	\$299 <sup>99</sup>	\$50
UHS-II G TOUGH series 128GB	SPG128T/T1	\$299 <sup>99</sup>	\$50	\$249 <sup>99</sup>	\$25
Vlogger Accessory Kit	ACCVC1	\$149 <sup>99</sup>	-	\$149 <sup>99</sup>	\$50
Creator Accessory Kit II	ACCVC2	\$249 <sup>99</sup>	-	\$249 <sup>99</sup>	\$50
Wireless Radio Flash GN60	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	
Vertical Grip for Alpha 7N, Alpha 7SII, 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 II	VGC3EM	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$100
HVLF60RM2 flash bundled with Alpha 9 II or Alpha 1	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$100

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