

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 7R V Body	ILCE7RM5/B	\$3,899 ⁹⁹	\$400	\$3,499 ⁹⁹
Alpha 7S III Body	ILCE7SM3/B	\$3,499 ⁹⁹	\$300	\$3,199 ⁹⁹
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 ⁹⁹	\$200	\$2,999 ⁹⁹
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
Alpha 7 IV Body	ILCE7M4/B	\$2,499 ⁹⁹	\$200	\$2,299 ⁹⁹
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)	ILCEZVE1L	\$2,499 ⁹⁹	\$300	\$2,199 ⁹⁹
Alpha ZV-E1 Body (All Colors)	ILCZVE1	\$2,199 ⁹⁹	\$300	\$1,899 ⁹⁹
Alpha 7R III Body	ILCE7RM3A/B	\$2,199 ⁹⁹	\$200	\$1,999 ⁹⁹
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$1,999 ⁹⁹	\$300	\$1,699 ⁹⁹
Alpha 7C + 28-70mm Zoom Lens (All Colors)	ILCE7CL	\$1,899 ⁹⁹	\$300	\$1,599 ⁹⁹
Alpha 7 III Body	ILCE7M3/B	\$1,799 ⁹⁹	\$300	\$1,499 ⁹⁹
Alpha 7C Body (All Colors)	ILCE7C	\$1,599 ⁹⁹	\$300	\$1,299 ⁹⁹
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 ⁹⁹	\$200	\$1,399 ⁹⁹
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999 ⁹⁹
Alpha 7 II Body	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899 ⁹⁹
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,299 ⁹⁹	\$150	\$1,149 ⁹⁹
Alpha 6600 Body	ILCE6600/B	\$1,199 ⁹⁹	\$200	\$999 ⁹⁹
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses	ILCE6100Y/B	\$1,099 ⁹⁹	\$200	\$899 ⁹⁹
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400L/B	\$999 ⁹⁹	\$150	\$849 ⁹⁹
Alpha 6400 Body	ILCE6400/B	\$899 ⁹⁹	\$150	\$749 ⁹⁹
Alpha 6100 + 16-50mm Power Zoom Lens	ILCE6100L/B	\$849 ⁹⁹	\$150	\$699 ⁹⁹
Alpha 6100 Body	ILCE6100/B	\$749 ⁹⁹	\$150	\$599 ⁹⁹
Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors)	ILCZVE10L	\$799 ⁹⁹	\$100	\$699 ⁹⁹
Alpha ZV-E10 Body (All Colors)	ILCZVE10	\$699 ⁹⁹	\$100	\$599 ⁹⁹
ZV-1 II Camera (All Colors)	ZV1M2	\$899 ⁹⁹	\$100	\$799 ⁹⁹
ZV-1 Camera (All Colors)	DCZV1	\$749 ⁹⁹	\$150	\$599 ⁹⁹
ZV-1F Vlog camera (All Colors)	ZV1F	\$499 ⁹⁹	\$100	\$399 ⁹⁹

FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 ⁹⁹	\$100	\$2,899 ⁹⁹	-
FE 14mm F1.8 GM	SEL14F18GM	\$1,599 ⁹⁹	\$100	\$1,499 ⁹⁹	-
FE PZ 16-35mm F4 G	SELP1635G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹	\$50
FE 20mm F1.8 G	SEL20F18G	\$899 ⁹⁹	\$100	\$799 ⁹⁹	\$50
FE 20-70mm F4 G	SEL2070G	\$1,099 ⁹⁹	\$100	\$999 ⁹⁹	-
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹	-
FE 24mm F2.8 G	SEL24F28G	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 24-70mm F4 ZA OSS	SEL2470ZB	\$899 ⁹⁹	\$200	\$699 ⁹⁹	-
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 ⁹⁹	\$100	\$1,599 ⁹⁹	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 ⁹⁹	\$100	\$949 ⁹⁹	-
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹	-
FE 35mm F1.8	SEL35F18F	\$749 ⁹⁹	\$100	\$649 ⁹⁹	\$50
FE 40mm F2.5 G	SEL40F25G	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 50mm F2.5 G	SEL50F25G	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	-
FE 50mm F1.4 GM	SEL50F14GM	\$1,299 ⁹⁹	\$100	\$1,199 ⁹⁹	\$100
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199 ⁹⁹	\$30
FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$100	\$899 ⁹⁹	-
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	\$100
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹	-
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174 ⁹⁹	-
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$100	\$999 ⁹⁹	-
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 ⁹⁹	\$100	\$2,399 ⁹⁹	-
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399 ⁹⁹	-
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	-
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$549 ⁹⁹	-	-	\$200

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

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
Wireless Streaming Mic	ECMS1	\$419 ⁹⁹	\$100	\$319 ⁹⁹	-
Dual-channel Wireless Mic	ECMW3	\$469 ⁹⁹	\$120	\$349 ⁹⁹	-
Single-channel Wireless Mic	ECMW3S	\$349 ⁹⁹	\$50	\$299 ⁹⁹	-
Sony CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,399 ⁹⁹	\$470	\$929 ⁹⁹	\$100
Sony CFexpress Type A Memory Card 960GB	CEAM960T	\$749 ⁹⁹	\$200	\$549 ⁹⁹	\$50
CFexpress Type A 640GB	CEAG640T	\$999 ⁹⁹	\$200	\$799 ⁹⁹	\$100
CFexpress Type A Memory Card 320GB	CEAG320T	\$649 ⁹⁹	\$180	\$469 ⁹⁹	\$50
CFexpress Type A 160GB	CEAG160T	\$399 ⁹⁹	\$130	\$269 ⁹⁹	\$40
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 ⁹⁹	\$100	\$299 ⁹⁹	\$50
UHS-II G TOUGH series 128GB	SFG128T/T1	\$209 ⁹⁹	\$50	\$159 ⁹⁹	\$25
Vlogger Accessory Kit	ACCVC1	\$149 ⁹⁹	-	\$149 ⁹⁹	\$50
Creator Accessory Kit II	ACCVC2	\$249 ⁹⁹	-	\$249 ⁹⁹	\$50
Wireless Radio Flash GN60	HVLF60RM2	\$549 ⁹⁹	\$50	\$499 ⁹⁹	-
Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	VGC4EM	\$399 ⁹⁹	\$50	\$349 ⁹⁹	\$100
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299 ⁹⁹	\$100
HVLF60RM2 flash bundled with Alpha 9 III or Apha 1	HVLF60RM2	\$549 ⁹⁹	\$50	\$499 ⁹⁹	\$100

Please check final pricing at retail. Offers valid at participating retailers. ©2024 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony α logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photo-graphic, typographic or system errors.