

GFX

MEDIUM FORMAT

\$650 OFF THE FUJIFILM GFX 50S

RECEIVE \$650 OFF THE FUJIFILM GFX 50S
(BODY ONLY) WHEN YOU TRADE IN YOUR DSLR
OR INTERCHANGEABLE LENS CAMERA*

WAS \$6,499.⁹⁵ **NOW \$5,849.⁹⁵****



QUALIFYING CAMERA MODELS FOR TRADE-IN BELOW:

CANON			
CANON EOS ID C	CANON EOS ID MK IV	CANON EOS IDS MK II	CANON EOS 5D MK IV
CANON EOS ID MK II	CANON EOS IDX	CANON EOS 5D	CANON EOS 5DS
CANON EOS ID MK II N	CANON EOS IDS	CANON EOS 5D MK II	CANON EOS 5DS R
CANON EOS ID MK III	CANON EOS IDS MK II	CANON EOS 5D MK III	CANON EOS 6D
HASSELBLAD			
HASSELBLAD X1D-50C	HASSELBLAD H6D-50C	HASSELBLAD A5D-50C	HASSELBLAD H5D-50C
HASSELBLAD H6D-100C	HASSELBLAD H5D-200C	HASSELBLAD A5D-80	HASSELBLAD H5X
LEICA			
LEICA S	LEICA SL (TYP 601)	LEICA M	
MAMIYA			
MAMIYA 645DF	MAMIYA ZD		
NIKON			
NIKON D3	NIKON D4S	NIKON D700	NIKON D810
NIKON D3S	NIKON DF	NIKON D750	NIKON D810A
NIKON D3X	NIKON D600	NIKON D800	
NIKON D4	NIKON D610	NIKON D800E	
PENTAX			
PENTAX 645Z	PENTAX K1		
PHASE ONE			
PHASE ONE XF100MP			
SONY			
SONY ALPHA 7	SONY ALPHA 7RII	SONY ALPHA 99	SONY ALPHA 900
SONY ALPHA 7II	SONY ALPHA 7S	SONY ALPHA 99II	
SONY ALPHA 7R	SONY ALPHA 7SII	SONY ALPHA 850	

*The FUJIFILM GFX 50S Camera body instant savings offer is only applicable to the FUJIFILM GFX 50S body product sold with trade-in during this specific time period starting on Sunday, July 30, 2017 through Saturday, September 30, 2017. Not valid on transactions occurring without qualifying unit trade-in or occurring outside this promotional period. Instant savings is only applicable on the exact product specified, purchased at the same time as the trade-in qualifying camera unit by the same buyer. Valid only while in-store supplies last. Not applicable to rain checks or back orders. Offer may not be combined with other promotional offers. Promotional offer details may vary by dealer; see dealer for exact pricing and offer terms and limitations. Actual retail selling prices may vary and are determined by Fujifilm dealer at the time of sale. Price excludes sales tax and any applicable dealer charges. Offer is void where prohibited.

**When trading in one of the above-referenced DSLR or Interchangeable-Lens Cameras at the time of purchase. See full promotional terms above.