

Cameras

Instant Savings 10/27-11/2, 2025

SONY



	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
	α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$200	\$5,999⁹⁹
LOWEST PRICE	α7R V Body Only - Black	ILCE7RM5/B	\$4,199 ⁹⁹	\$900	\$3,299⁹⁹
LOWEST PRICE	α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,899 ⁹⁹	\$700	\$2,199⁹⁹
LOWEST PRICE	α7 IV Body Only - Black	ILCE7M4/B	\$2,699 ⁹⁹	\$700	\$1,999⁹⁹

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or 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 photographic, typographic or system errors.

Lenses

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70–200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049⁹⁹
FE 24–70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
FE 24–105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹

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Recording Media

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Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 ⁹⁹	\$130	\$269 ⁹⁹
CFexpress Type A TOUGH 320GB	CEAG320T	\$649 ⁹⁹	\$200	\$449 ⁹⁹
CFexpress Type A TOUGH 960GB	CEAM960T	\$749 ⁹⁹	\$290	\$459 ⁹⁹

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Bundles

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α Bundles

Bundle	With	Additional Savings
All Compatible ILC Models (Body or Kit)	SEL50F18F/2*	\$30
All Compatible ILC Models (Body or Kit)	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All Compatible ILC Models (Body or Kit)	SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM OR SEL50F14GM	\$100
All Compatible ILC Models (Body or Kit)	SEL2860*	\$200
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
Bundle	With	Additional Savings

Accessories, Point and Shoot, and Media Bundles



MEDIA
COMPATIBILITY
INFORMATION

All CFE-A Combatible Cameras	CEAG80T CFexpress Type A (80GB)*	\$20
All CFE-A Combatible Cameras	CEAG160T CFexpress Type A (160GB)*	\$100
All CFE-A Combatible Cameras	CEAG240T CFexpress Type A (240GB)*	\$50
All CFE-A Combatible Cameras	CEAG480T CFexpress Type A (480GB)*	\$50
All ILC Models	SFG256T/T1 Tough (256GB)*	\$50
All ILC Models	SFG128T/T1 Tough (128GB)	\$25
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)**	\$300
All DSC AND Non FF APS-C	Vlogger Accessory Kit (ACCV1)*	\$50
All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M.UC)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC4EM)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC3EM)*	\$50
All ILC Models (Body or Kit)	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All DSC AND Non FF APS-C	Creator Accessory Kit II (ACCV2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$100
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F46RM.UC OR HVL-F46RMA.UC)*	\$50
All ZV Series (White) Camera	GPVPT2BTW.UC (white) grip	\$40
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B.UC OR GPVPT3W.UC)	\$50

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