Cameras

Instant Savings 3/30 – 4/5, 2026

SONY

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	$4,199⁹⁹	$900	**$3,299⁹⁹**
α7S III Body Only - Black	ILCE7SM3/B	$3,999⁹⁹	$300	**$3,699⁹⁹**
α7R IV Body Only - Black	ILCE7RM4A/B	$3,699⁹⁹	$900	**$2,799⁹⁹**
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	$2,699⁹⁹	$500	**$2,199⁹⁹**
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	$2,699⁹⁹	$500	**$2,199⁹⁹**
α7 IV Body Only - Black	ILCE7M4/B	$2,499⁹⁹	$500	**$1,999⁹⁹**
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	$2,199⁹⁹	$300	**$1,899⁹⁹**
α7 III Body Only - Black	ILCE7M3/B	$1,999⁹⁹	$300	**$1,699⁹⁹**
α7C II + 28–60mm Zoom Lens - All Colors	ILCE7CM2L	$2,799⁹⁹	$200	**$2,599⁹⁹**
α7C II Body Only - All Colors	ILCE7CM2	$2,499⁹⁹	$200	**$2,299⁹⁹**

Bundles

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SONY

	Bundle	With	Additional Savings
α Bundles	SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	$200
	α7 IV	SEL24105G/2*	$400
Accessories, Point and Shoot, and Media Bundles	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
	All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10)*	$50
	All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1)*	$50
	All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	$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 (ECMM1)*	$50
	All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	$50
	All Compatible ILC Cameras	Vertical Grip (VGC5)*	$50
	All ILC Models (Body or Kit)	Wireless Radio Flash (HVLF46RMA)*	$50
	All ILC Models (Body or Kit)	Wireless Radio Flash (HVLF28RMA)*	$20
	All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	$50

MEDIA COMPATIBILITY INFORMATION