SONY

OUR PRIME DEALS

LIMITED TIME: OCTOBER 5 – OCTOBER 11, 2026

SAVE $300

α7R V

BODY
REG: ~~$3,799.99~~
SALE: $3,499.99

SAVE NOW OR LATER
SEE BELOW FOR INFO ON ADDING A LENS BUNDLE

SAVE $600

α7 III

BODY
REG: ~~$1,999.99~~
SALE: $1,399.99

BODY + 28-70MM LENS
REG: ~~$2,199.99~~
SALE: $1,599.99

SAVE $500

α7 IV

BODY
REG: ~~$2,499.99~~
SALE: $1,999.99

BODY + 28-70MM LENS
REG: ~~$2,699.99~~
SALE: $2,199.99

SAVE $300

FX3

BODY
REG: ~~$4,299.99~~
SALE: $3,999.99

SAVE $200

α6400

BODY
REG: ~~$1,099.99~~
SALE: $899.99

BODY + 16-50 LENS
REG: ~~$1,199.99~~
SALE: $999.99

BODY + 18-135MM LENS
REG: ~~$1,499.99~~
SALE: $1,299.99

SAVE $200

FX2

BODY
REG: ~~$2,699.99~~
SALE: $2,499.99

BODY + XLR HANDLE UNIT
REG: ~~$3,099.99~~ **SALE: $2,899.99**

BUNDLE & SAVE $400

THE PERFECT HYBRID SETUP

Bundle the **Alpha 7 IV** or **Alpha 7 V** with the **24-105mm G** lens and **get $400 off!** Capture stunning photos and videos with one versatile combo.

Stackable with instant rebates.

SEL35F14GM
FE 35MM F1.4 GM
REG: ~~$1,499.99~~
SALE: $1,299.99
SAVE $200

SEL50F14GM
FE 50MM F1.4 GM
REG: ~~$1,399.99~~
SALE: $1,199.99
SAVE $200

SEL2470GM
FE 24-70MM F2.8 GM
REG: ~~$1,799.99~~
SALE: $1,499.99
SAVE $300

SEL70200GM
FE 70-200MM F2.8 GM OSS
REG: ~~$2,149.99~~
SALE: $1,999.99
SAVE $150

SAVE NOW OR LATER

Valid through March 28, 2027

SAVE NOW

Buy select Full-frame camera + G Master lens together. Get $300 off each lens you purchase instantly* or redeem your rebate using the QR Code or URL below.

*Varies by participating Sony Authorized Retailers

SAVE LATER

Buy select Full-frame cameras now and buy a G Master lens within 90 days. To redeem your rebate, must submit your camera and lens receipt to receive a $300 Visa® gift card for each lens you purchase.

ELIGIBLE CAMERAS & LENSES		REDEEM YOUR REBATE
ALPHA 1 II BODY ALPHA 9 III BODY ALPHA 7R V BODY ALPHA 7 V BODY ALPHA 7 V KIT ALPHA 7R VI BODY	16–35MM F2.8 G Master II 24–70MM F2.8 G Master II 70–200MM F2.8 G Master II 28–70MM F2 G Master 50–150MM F2 G Master 100–400MM F4.5 G Master OSS	Purchase the lens from the same retailer where you bought your camera, or scan to submit your camera and lens receipts or visit sony.imagingreg.com/lens26

Lens sold separately.

SEE BACK SIDE FOR FULL LIST OF OFFERS

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
α1 II Body Only - Black	ILCE1M2/B	$6,999.99	$200	$6,799.99
α1 Body Only - Black	ILCE1/B	$6,199.99	$500	$5,699.99
α9 III Body Only - Black	ILCE9M3/B	$6,799.99	$400	$6,399.99
α7R V Body Only - Black	ILCE7RM5/B	$3,799.99	$300	$3,499.99
α7S III Body Only - Black	ILCE7SM3/B	$3,999.99	$300	$3,699.99
α7CR Body Only - All Colors	ILCE7CR	$3,399.99	$400	$2,999.99
α7 IV + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M4K/B **OR** ILCE7M4M/B	$2,699.99	$500	$2,199.99
α7 IV Body Only - Black	ILCE7M4/B	$2,499.99	$500	$1,999.99
α7C II + 28–60mm Zoom Lens - All Colors	ILCE7CM2L	$2,799.99	$400	$2,399.99
α7C II Body Only - All Colors	ILCE7CM2	$2,499.99	$400	$2,099.99
α7 III + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M3K/B **OR** ILCE7M3M/B	$2,199.99	$600	$1,599.99
α7 III Body Only - Black	ILCE7M3/B	$1,999.99	$600	$1,399.99
ZV-E1 + 28–60mm Zoom Lens - All Colors	ILCZVE1L	$2,799.99	$300	$2,499.99
ZV-E1 Body Only - All Colors	ILCZVE1	$2,499.99	$300	$2,199.99
α6400 + 18–135mm Zoom Lens - Black	ILCE6400M/B	$1,499.99	$200	$1,299.99
α6400 + 16–50mm Zoom Lens - Black	ILCE6400K/B	$1,199.99	$200	$999.99
α6400 Body Only - Black	ILCE6400/B	$1,099.99	$200	$899.99
ZV-E10 + 16–50mm Zoom Lens - All Colors	ILCZVE10K **OR** ILCZVE10L	$899.99	$50	$849.99
ZV-E10 Body Only - All Colors	ILCZVE10	$799.99	$50	$749.99
FX3 Body Only	ILMEFX3A	$4,299.99	$300	$3,999.99
FX2 + XLR Handle Unit	ILMEFX2	$3,099.99	$200	$2,899.99
FX2 Body Only	ILMEFX2B	$2,699.99	$200	$2,499.99
Sony ZV-1 II Camera - All Colors	ZV1M2	$999.99	$100	$899.99
Sony ZV-1 Camera - All Colors	DCZV1	$899.99	$100	$799.99
ZV-1F Vlog Camera - All Colors	ZV1F	$599.99	$50	$549.99

LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
FE 300mm F2.8 GM OSS	SEL300F28GM	$6,799.99	$200	$6,599.99
FE 12-24mm F2.8 GM	SEL1224GM	$3,249.99	$100	$3,149.99
FE PZ 28-135mm F4 G OSS	SELP28135G	$2,999.99	$100	$2,899.99
FE 100–400mm F4.5-5.6 GM OSS	SEL100400GM	$2,799.99	$100	$2,699.99
FE 50mm F1.2 GM	SEL50F12GM	$2,299.99	$100	$2,199.99
FE 16-35mm F2.8 GM	SEL1635GM	$2,199.99	$100	$2,099.99
FE 70–200mm F2.8 GM OSS	SEL70200GM	$2,149.99	$150	$1,999.99
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	$2,099.99	$100	$1,999.99
FE 85mm F1.4 GM II	SEL85F14GM2	$1,949.99	$200	$1,749.99
FE 24–70mm F2.8 GM	SEL2470GM	$1,799.99	$300	$1,499.99
FE 14mm F1.8 GM	SEL14F18GM	$1,699.99	$100	$1,599.99
FE 70-200mm F4 Macro G OSS II	SEL70200G2	$1,699.99	$100	$1,599.99
FE 24mm F1.4 GM	SEL24F14GM	$1,599.99	$100	$1,499.99
FE 35mm F1.4 GM	SEL35F14GM	$1,499.99	$200	$1,299.99
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	$1,499.99	$100	$1,399.99
FE 85mm F1.4 GM	SEL85F14GM	$1,499.99	$100	$1,399.99
FE 50mm F1.4 GM	SEL50F14GM	$1,399.99	$200	$1,199.99
FE 24-240mm F3.5-6.3 OSS	SEL24240	$1,349.99	$100	$1,249.99
FE 16-25mm F2.8 G	SEL1625G	$1,299.99	$100	$1,199.99
FE 24-50mm F2.8 G	SEL2450G	$1,299.99	$100	$1,199.99
FE PZ 16-35mm F4 G	SELP1635G	$1,299.99	$100	$1,199.99
FE 20-70mm F4 G	SEL2070G	$1,199.99	$100	$1,099.99
FE 90mm F2.8 Macro G OSS	SEL90M28G	$1,049.99	$100	$949.99
FE 20mm F1.8 G	SEL20F18G	$999.99	$100	$899.99
FE 15mm F1.4 G	SEL15F14G	$949.99	$100	$849.99
FE 24mm F2.8 G	SEL24F28G	$799.99	$50	$749.99
FE 35mm F1.8	SEL35F18F	$799.99	$100	$699.99
FE 40mm F2.5 G	SEL40F25G	$799.99	$50	$749.99
FE 50mm F2.5 G	SEL50F25G	$699.99	$50	$649.99
FE 85mm F1.8	SEL85F18/2	$699.99	$50	$649.99
FE 50mm F1.8	SEL50F18F/2	$249.99	$50	$199.99
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	$599.99	$200	$399.99
SEL24105G/2 bundled with: Alpha 7 IV or Alpha 7 V	SEL24105G/2	$1,399.99	$400	$999.99

APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
E 16–55mm F2.8 G	SEL1655G	$1,699.99	$200	$1,499.99
E 70–350mm F4.5–6.3 G OSS	SEL70350G	$999.99	$100	$899.99
E 15mm F1.4 G	SEL15F14G	$949.99	$100	$849.99
E PZ 10–20mm F4 G	SELP1020G	$949.99	$100	$849.99
E PZ 18–105mm F4 G OSS	SELP18105G	$849.99	$100	$749.99
E 35mm F1.8 OSS	SEL35F18	$599.99	$100	$499.99
E 11mm F1.8	SEL11F18	$549.99	$50	$499.99
E 50mm F1.8 OSS - All Colors	SEL50F18	$449.99	$50	$399.99

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Digital Shotgun Microphone + **BUNDLE & SAVE $50**[1]	ECMB10	$279.99	$50	$179.99 - $229.99
Digital Shotgun Microphon + **BUNDLE & SAVE $50**[2]	ECMB1M	$389.99	$50	$289.99 - $339.99
Digital Shotgun Microphone + **BUNDLE & SAVE $50**[2]	ECMM1	$389.99	$50	$289.99 - $339.99
Wireless Radio Flash + **BUNDLE & SAVE $50**[2]	HVLF46RMA	$529.99	$50	$429.99 - $479.99
Wireless radio flash + **BUNDLE & SAVE $50**[2]	HVLF60RM2	$679.99	$50	$579.99 - $629.99
Vertical Grip for a9, a7R III, a7 II	VGC3EM	$419.99	$50	$369.99
Vertical Grip for a9 II, a7R IV, a7R V, a1, a7 IV, a7S III + **BUNDLE & SAVE $50**[2]	VGC4EM	$459.99	$50	$359.99 - $409.99
Vertical Grip for a9 III + **BUNDLE & SAVE $50**[2]	VGC5	$459.99	$50	$359.99 - $409.99

BUNDLE & SAVE $50:

1. + $50 when bundled with Alpha and FX Cameras

2. + $50 off when bundled with compatible Alpha models

Please check final pricing at retail. Offers valid at participating retailers.Stackable with other soft bundles and standalone instant rebate. 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.

3. To learn more visit sony.imagingreg.com/US50 Offer valid for purchases between 10/1/2026 to 12/31/2026. Redeem by 1/14/2026. Must register within 14 days of purchase. Fulfilled within 8 weeks. Subject to terms and conditions. Eligible products: DSCRX1RM3B, ILCE1/B, ILCE1M2B, ILCE6400/B, ILCE6400KB, ILCE6400M/B, ILCE6400L/B, ILCE6700/B, ILCE6700KB, ILCE6700L/B, ILCE6700M/B, ILCE7CM2B, ILCE7CM2LB, ILCE7CM2LS, ILCE7CM2S, ILCE7CRB, ILCE7CRS, ILCE7M3/B, ILCE7M3K/B, ILCE7M3MB, ILCE7M4/B, ILCE7M4K/B, ILCE7M4MB, ILCE7M5/B, ILCE7M5MB, ILCE7RM4A/B, ILCE7RM5/B, ILCE7SM3/B, ILMEFX2, ILMEFX2B, ILMEFX3A, ILMEFX30, ILMEFX30B, SEL100400GM, SEL100M28GM, SEL1224GM, SEL135F18GM, SEL14F18GM, SEL1635GM, SEL1635GM2, SEL16F18G, SEL200600G, SEL24105G/2, SEL2450G, SEL2470GM, SEL2470GM2, SEL24F14GM, SEL2870GM, SEL300F28GM, SEL35F14GM, SEL400F28GM, SEL50150GM, SEL50F12GM, SEL50F14GM, SEL600F40GM, SEL70200GM, SEL70200GM2, SEL70200G2, SEL85F14GM, SEL85F14GM2

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