



4TH OF JULY SALE
SAVE UP TO ~~\$700~~ \$725
on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*

Granby
EXTRA FIRM
11.5" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$1674

**YOU SAVE
\$325**

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$1,174	YOU SAVE \$325	\$1,424	YOU SAVE \$325	\$1,453	YOU SAVE \$325	\$1,723	YOU SAVE \$325	\$2,073	YOU SAVE \$325	\$2,273	YOU SAVE \$625
QUEEN	\$1,674	YOU SAVE \$325	\$1,974	YOU SAVE \$325	\$1,973	YOU SAVE \$325	\$2,273	YOU SAVE \$325	\$2,673	YOU SAVE \$325	\$2,873	YOU SAVE \$625
KING/ CAL KING*	\$2,374	YOU SAVE \$325	\$2,874	YOU SAVE \$325	\$2,973	YOU SAVE \$325	\$3,373	YOU SAVE \$325	\$3,773	YOU SAVE \$325	\$3,973	YOU SAVE \$625
					1 BASE \$2,932		1 BASE \$3,472		1 BASE \$4,172		1 BASE \$4,572	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

*Purchase select Serta® iComfortPro™ mattresses between June 17, 2025 and July 8, 2025 and receive up to \$425 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$725 savings applies to any size eligible mattresses with any size baselogic™ Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



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Chelsea
MEDIUM
12" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$1974

**YOU SAVE
\$325**

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,474	\$325	\$1,724	\$325	\$1,753	\$325	\$2,023	\$325	\$2,373	\$325	\$2,573	\$625
QUEEN	\$1,974	\$325	\$2,274	\$325	\$2,273	\$325	\$2,573	\$325	\$2,973	\$325	\$3,173	\$625
KING/ CAL KING*	\$2,674	\$325	\$3,174	\$325	\$3,273	\$325	\$3,673	\$325	\$4,073	\$325	\$4,273	\$625
					1 BASE \$3,232		1 BASE \$3,772		1 BASE \$4,472		1 BASE \$4,872	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$925

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

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PRICES SHOWN REFLECT
EVENT SAVINGS

\$2274

YOU SAVE \$325

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,774	\$325	\$2,024	\$325	\$2,053	\$325	\$2,323	\$325	\$2,673	\$325	\$2,873	\$625
QUEEN	\$2,274	\$325	\$2,574	\$325	\$2,573	\$325	\$2,873	\$325	\$3,273	\$325	\$3,473	\$625
KING/ CAL KING*	\$2,974	\$325	\$3,474	\$325	\$3,573	\$325	\$3,973	\$325	\$4,373	\$325	\$4,573	\$625
					1 BASE \$3,532		1 BASE \$4,072		1 BASE \$4,772		1 BASE \$5,172	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.

*Purchase select Serta® iComfortPro™ mattresses between June 17, 2025 and July 8, 2025 and receive up to \$425 in mattress savings. Plus save up to \$300 on a qualified basellogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$725 savings applies to any size eligible mattresses with any size basellogic™ Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



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Ambrose
PLUSH
13" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$2274

**YOU SAVE
\$325**

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
TWIN XL	\$1,774	YOU SAVE \$325	\$2,024	YOU SAVE \$325	\$2,053	YOU SAVE \$325	\$2,323	YOU SAVE \$325	\$2,673	YOU SAVE \$325	\$2,873	YOU SAVE \$625
QUEEN	\$2,274	YOU SAVE \$325	\$2,574	YOU SAVE \$325	\$2,573	YOU SAVE \$325	\$2,873	YOU SAVE \$325	\$3,273	YOU SAVE \$325	\$3,473	YOU SAVE \$625
KING/ CAL KING*	\$2,974	YOU SAVE \$325	\$3,474	YOU SAVE \$325	\$3,573	YOU SAVE \$325	\$3,973	YOU SAVE \$325	\$4,373	YOU SAVE \$325	\$4,573	YOU SAVE \$625
					1 BASE \$3,532		1 BASE \$4,072		1 BASE \$4,772		1 BASE \$5,172	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

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icomfortpro™

4TH OF JULY SALE

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Dartmouth

PLUSH PILLOW TOP

15" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$2574

YOU SAVE
\$425

Queen Mattress



		FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
MATTRESS			MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE		
TWIN XL	\$2,074	YOU SAVE \$425	\$2,324	YOU SAVE \$425	\$2,353	YOU SAVE \$425	\$2,623	YOU SAVE \$425	\$2,973	YOU SAVE \$425	\$3,173	YOU SAVE \$725	
QUEEN	\$2,574	YOU SAVE \$425	\$2,874	YOU SAVE \$425	\$2,873	YOU SAVE \$425	\$3,173	YOU SAVE \$425	\$3,573	YOU SAVE \$425	\$3,773	YOU SAVE \$725	
KING/ CAL KING*	\$3,274	YOU SAVE \$425	\$3,774	YOU SAVE \$425	\$3,873	YOU SAVE \$425	\$4,273	YOU SAVE \$425	\$4,673	YOU SAVE \$425	\$4,873	YOU SAVE \$725	
					1 BASE \$3,832		1 BASE \$4,372		1 BASE \$5,072		1 BASE \$5,472	YOU SAVE \$1,025	
					2 BASES		2 BASES		2 BASES		2 BASES		

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.

*Purchase select Serta® iComfortPro™ mattresses between June 17, 2025 and July 8, 2025 and receive up to \$425 in mattress savings. Plus save up to \$300 on a qualified basellogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$725 savings applies to any size eligible mattresses with any size basellogic™ Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.

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PRICES SHOWN REFLECT
EVENT SAVINGS

\$3574

YOU SAVE
\$425

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
MATTRESS		MATTRESS + FOUNDATION			basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
TWIN XL	\$3,074	YOU SAVE \$425	\$3,324	YOU SAVE \$425	\$3,353	YOU SAVE \$425	\$3,623	YOU SAVE \$425	\$3,973	YOU SAVE \$425	\$4,173	YOU SAVE \$725
QUEEN	\$3,574	YOU SAVE \$425	\$3,874	YOU SAVE \$425	\$3,873	YOU SAVE \$425	\$4,173	YOU SAVE \$425	\$4,573	YOU SAVE \$425	\$4,773	YOU SAVE \$725
KING/ CAL KING*	\$4,274	YOU SAVE \$425	\$4,774	YOU SAVE \$425	\$4,873	YOU SAVE \$425	\$5,273	YOU SAVE \$425	\$5,673	YOU SAVE \$425	\$5,873	YOU SAVE \$725
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$1,025
					\$4,832		\$5,372		\$6,072		\$6,472	
					2 BASES		2 BASES		2 BASES		2 BASES	

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PRICES SHOWN REFLECT
EVENT SAVINGS

\$4074

YOU SAVE
\$425

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
MATTRESS		MATTRESS + FOUNDATION			basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
TWIN XL	\$3,574	YOU SAVE \$425	\$3,824	YOU SAVE \$425	\$3,853	YOU SAVE \$425	\$4,123	YOU SAVE \$425	\$4,473	YOU SAVE \$425	\$4,673	YOU SAVE \$725
QUEEN	\$4,074	YOU SAVE \$425	\$4,374	YOU SAVE \$425	\$4,373	YOU SAVE \$425	\$4,673	YOU SAVE \$425	\$5,073	YOU SAVE \$425	\$5,273	YOU SAVE \$725
KING/ CAL KING*	\$4,774	YOU SAVE \$425	\$5,274	YOU SAVE \$425	\$5,373	YOU SAVE \$425	\$5,773	YOU SAVE \$425	\$6,173	YOU SAVE \$425	\$6,373	YOU SAVE \$725
					1 BASE \$5,332		1 BASE \$5,872		1 BASE \$6,572		1 BASE \$6,972	YOU SAVE \$1,025
					2 BASES		2 BASES		2 BASES		2 BASES	

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PRICES SHOWN REFLECT
EVENT SAVINGS

\$4574

YOU SAVE
\$425

Queen Mattress



		FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
MATTRESS			MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE		
TWIN XL	\$4,074	YOU SAVE \$425	\$4,324	YOU SAVE \$425	\$4,353	YOU SAVE \$425	\$4,623	YOU SAVE \$425	\$4,973	YOU SAVE \$425	\$5,173	YOU SAVE \$725	
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KING/ CAL KING*	\$5,274	YOU SAVE \$425	\$5,774	YOU SAVE \$425	\$5,873	YOU SAVE \$425	\$6,273	YOU SAVE \$425	\$6,673	YOU SAVE \$425	\$6,873	YOU SAVE \$725	
					1 BASE \$5,832		1 BASE \$6,372		1 BASE \$7,072		1 BASE \$7,472	YOU SAVE \$1,025	
					2 BASES		2 BASES		2 BASES		2 BASES		

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