

Elana FIRM 11.5" Profile



on zoned comfort with Serta® iComfort® mattresses when paired with select adjustable base sets.*

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



PRICES SHOWN REFLECT EVENT SAVINGS

\$1074 you save \$225 Oueen Mattress



	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$774	you save \$225	\$1,024	900 SAVE \$225		
FULL	\$924	900 SAVE \$225	\$1,224	900 SAVE \$225		
QUEEN	\$1,074	900 SAVE \$225	\$1,374	900 SAVE \$225		
KING/ CAL KING*	\$1,674	you save \$225	\$2,174	you save \$225		

MATTRESS + ADJUSTABLE BASE OPTIONS								
baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselo GOLD UP	_	baselogic™ PLATINUM UPGRADE		
\$1,053	900 SAVE \$225	\$1,323	you save \$225	\$1,673	you save \$225	\$1,873	900 SAVE \$525	
\$1,223	900 SAVE \$225	\$1,523	you save \$225	\$1,923	you save \$225	\$2,123	900 SAVE \$525	
\$1,373	900 SAVE \$225	\$1,673	you save \$225	\$2,073	900 SAVE \$225	\$2,273	900 SAVE	
\$2,273 1 BASE	YOU SAVE	\$2,673 1 BASE	YOU SAVE	\$3,073 1 BASE	YOU SAVE	\$3,273 1 BASE	900 SAVE \$525	
\$2,232 2 BASES	\$225	\$2,772 2 BASES	\$225	\$3,472 2 BASES	\$225	\$3,872 2 BASES	900 SAVE \$825	













Aveda
MEDIUM
12" Profile



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PRICES SHOWN REFLECT EVENT SAVINGS



Queen Mattress



	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$974	900 SAVE \$225	\$1,224	900 SAVE \$225		
FULL	\$1,124	900 SAVE \$225	\$1,424	900 SAVE \$225		
QUEEN	\$1,274	900 SAVE \$225	\$1,574	900 SAVE \$225		
KING/ CAL KING*	\$1,874	900 SAVE \$225	\$2,374	you save \$225		

	MATTRESS + ADJUSTABLE BASE OPTIONS								
baselog BRONZE UI	•	baselogic™ SILVER UPGRADE		baselog GOLD UP	_	baselo PLATINUM U			
\$1,253	900 SAVE \$225	\$1,523	you save \$225	\$1,873	900 SAVE \$225	\$2,073	900 SAVE \$525		
\$1,423	900 SAVE \$225	\$1,723	you save \$225	\$2,123	900 SAVE \$225	\$2,323	900 SAVE \$525		
\$1,573	900 SAVE \$225	\$1,873	900 SAVE \$225	\$2,273	900 SAVE \$225	\$2,473	900 SAVE \$525		
\$2,473 1 BASE	YOU SAVE	\$2,873 1 BASE	YOU SAVE	\$3,273 1 BASE	YOU SAVE	\$3,473 1 BASE	900 SAVE \$525		
\$2, 432 2 BASES	\$225	\$2,972 2 BASES	\$225	\$3,672 2 BASES	\$225	\$ 4,072 2 BASES	900 SAVE \$825		













Aveda
PLUSH
12" Profile



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PRICES SHOWN REFLECT EVENT SAVINGS

\$1274 you save \$225

Queen Mattress



	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$974	900 SAVE \$225	\$1,224	900 SAVE \$225		
FULL	\$1,124	900 SAVE \$225	\$1,424	900 SAVE \$225		
QUEEN	\$1,274	900 SAVE \$225	\$1,574	900 SAVE \$225		
KING/ CAL KING*	\$1,874	you save \$225	\$2,374	you save \$225		

	MATTRESS + ADJUSTABLE BASE OPTIONS								
baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselo GOLD UP	_	baselogic™ PLATINUM UPGRADE			
\$1,253	900 SAVE \$225	\$1,523	900 SAVE \$225	\$1,873	900 SAVE \$225	\$2,073	900 SAVE \$525		
\$1,423	900 SAVE \$225	\$1,723	900 SAVE \$225	\$2,123	900 SAVE \$225	\$2,323	900 SAVE \$525		
\$1,573	900 SAVE \$225	\$1,873	900 SAVE \$225	\$2,273	900 SAVE \$225	\$2,473	900 SAVE \$525		
\$2,473 1 BASE	YOU SAVE	\$2,873 1 BASE	YOU SAVE	\$3,273 1 BASE	YOU SAVE	\$3,473 1 BASE	900 SAVE \$525		
\$2,432 2 BASES	\$225	\$2,972 2 BASES	\$225	\$3,672 2 BASES	\$225	\$ 4,072 2 BASES	you save \$825		

*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.







ADJUSTABLE BASE COMPATIBLE





4TH OF JULY SALE **SAVE UP TO \$600** \$625

lona **MEDIUM** 13" Profile

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PRICES SHOWN REFLECT EVENT SAVINGS



Oueen Mattress







	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$1,074	900 SAVE \$225	\$1,324	900 SAVE \$225		
FULL	\$1,424	900 SAVE \$225	\$1,724	900 SAVE \$225		
QUEEN	\$1,574	900 SAVE \$225	\$1,874	900 SAVE \$225		
KING/ CAL KING*	\$2,274	уои save \$225	\$2,774	you save \$225		

	MATTRESS + ADJUSTABLE BASE OPTIONS								
baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselo GOLD UP	_	baselogic™ PLATINUM UPGRADE			
\$1,353	900 SAVE \$225	\$1,623	900 SAVE \$225	\$1,973	900 SAVE \$225	\$2,173	you save \$525		
\$1,723	900 SAVE \$225	\$2,023	900 SAVE \$225	\$2,423	900 SAVE \$225	\$2,623	you save \$525		
\$1,873	900 SAVE \$225	\$2,173	900 SAVE \$225	\$2,573	900 SAVE \$225	\$2,773	you save \$525		
\$2,873 1 BASE	YOU SAVE	\$3,273 1 BASE	YOU SAVE	\$3,673 1 BASE	YOU SAVE	\$3,873 1 BASE	you save \$525		
\$2,832 2 BASES	\$225	\$3,372 2 BASES	\$225	\$ 4,072 2 BASES	\$225	\$ 4,472 2 BASES	900 SAVE \$825		











PLUSH

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PRICES SHOWN REFLECT EVENT SAVINGS





	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$1,074	900 SAVE \$225	\$1,324	900 SAVE \$225		
FULL	\$1,424	900 SAVE \$225	\$1,724	900 SAVE \$225		
QUEEN	\$1,574	900 SAVE \$225	\$1,874	900 SAVE \$225		
KING/ CAL KING*	\$2,274	you save \$225	\$2,774	you save \$225		

	MATTRESS + ADJUSTABLE BASE OPTIONS								
baselo BRONZE UI	_	baselo SILVER UP	_	baselo GOLD UP	_	baselo PLATINUM U	_		
\$1,353	900 SAVE \$225	\$1,623	you save \$225	\$1,973	you save \$225	\$2,173	900 SAVE		
\$1,723	900 SAVE \$225	\$2,023	you save \$225	\$2,423	you save \$225	\$2,623	900 SAVE \$525		
\$1,873	900 SAVE \$225	\$2,173	900 SAVE \$225	\$2,573	900 SAVE \$225	\$2,773	900 SAVE \$525		
\$2,873 1 BASE	YOU SAVE	\$3,273 1 BASE	YOU SAVE	\$3,673 1 BASE	YOU SAVE	\$3,873 1 BASE	900 SAVE \$525		
\$2,832 2 BASES	\$225	\$3,372 2 BASES	\$225	\$4,072 2 BASES	\$225	\$ 4,472 2 BASES	900 SAVE \$825		













Aspire
MEDIUM
14" Profile



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PRICES SHOWN REFLECT EVENT SAVINGS



Queen Mattress



	FLAT BASE					
	MATTR	ESS	MATTRESS + FOUNDATION			
TWIN XL	\$1,174	you save \$325	\$1,424	900 SAVE \$325		
FULL	\$1,524	900 SAVE \$325	\$1,824	900 SAVE \$325		
QUEEN	\$1,674	900 SAVE \$325	\$1,974	900 SAVE \$325		
KING/ CAL KING*	\$2,374	уои save \$325	\$2,874	you save \$325		

	MATTRESS + ADJUSTABLE BASE OPTIONS								
baselo BRONZE UI	_	baselogic™ SILVER UPGRADE		baselog GOLD UP	•	baselogic™ PLATINUM UPGRADE			
\$1,453	you save \$325	\$1,723	you save \$325	\$2,073	900 SAVE \$325	\$2,273	900 SAVE \$625		
\$1,823	900 SAVE \$325	\$2,123	900 SAVE \$325	\$2,523	900 SAVE \$325	\$2,723	you save \$625		
\$1,973	900 SAVE \$325	\$2,273	900 SAVE \$325	\$2,673	900 SAVE \$325	\$2,873	you save \$625		
\$2,973 1 BASE	YOU SAVE	\$3,373 1 BASE	YOU SAVE	\$3,773 1 BASE	YOU SAVE	\$3,973 1 BASE	900 SAVE \$625		
\$2,932 2 BASES	\$325	\$3,472 2 BASES	\$325	\$ 4,172 2 BASES	\$325	\$ 4,572 2 BASES	900 SAVE \$925		













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PRICES SHOWN REFLECT EVENT SAVINGS







Queen Mattress

	FLAT BASE						
	MATTR	ESS	MATTRESS + FOUNDATION				
TWIN XL	\$1,174	900 SAVE \$325	\$1,424	900 SAVE \$325			
FULL	\$1,524	900 SAVE \$325	\$1,824	900 SAVE \$325			
QUEEN	\$1,674	900 SAVE \$325	\$1,974	900 SAVE \$325			
KING/ CAL KING*	\$2,374	900 SAVE \$325	\$2,874	you save \$325			

MATTRESS + ADJUSTABLE BASE OPTIONS									
•		baselo SILVER UP	_	baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE			
\$1,453	900 SAVE \$325	\$1,723	900 SAVE \$325	\$2,073	you save \$325	\$2,273	900 SAVE \$625		
\$1,823	900 SAVE \$325	\$2,123	900 SAVE \$325	\$2,523	900 SAVE \$325	\$2,723	900 SAVE \$625		
\$1,973	900 SAVE \$325	\$2,273	900 SAVE \$325	\$2,673	900 SAVE \$325	\$2,873	900 SAVE \$625		
\$2,973 1 BASE	YOU SAVE	\$3,373 1 BASE	YOU SAVE	\$3,773 1 BASE	YOU SAVE	\$3,973 1 BASE	900 SAVE \$625		
\$2,932 2 BASES	\$325	\$3,472 2 BASES	\$325	\$ 4,172 2 BASES	\$325	\$ 4,572 2 BASES	900 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.







ADJUSTABLE BASE



*Purchase select Serta® iComfort® mattresses between June 17, 2025 and July 8, 2025 and receive up to \$325 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 \$625 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.