



WITH REWARDS **4.99**
8 pk, 20 oz Bottles
Powerade



WITH REWARDS **2/\$5**
Half Gallon
Kemps or TruMoo
1% Chocolate Milk



WITH REWARDS **8.99**
70 oz **Dawn**
or 2 pk **Powerwash**
Refills



piggly wiggly



Proud Partner of Wisconsin Athletics

PROUD
SPONSOR OF
BADGERS
ATHLETICS!

For every Badger
Basketball or Hockey
victory - Piggly Wiggly
is donating 100lbs of
food to Wisconsin Area
Food Pantries.

(Men's/ Women's Hockey or
Men's/ Women's Basketball)

Visit a store, round up
your basket total and help
contribute to your local
charitable organization!



MR. PIG'S
WINTER
WARM UP
SALE!



Farmland WITH REWARDS **4.99**
16 oz Select
Sliced
Bacon



BUY TWO
GET ONE
FREE WITH REWARDS
12 pk, 12 oz Cans
Pepsi or
Mtn Dew



WHEN YOU BUY
MULTIPLES OF 3
OR 4.99 EA WITH REWARDS **2.99**
9-10.75 oz **Doritos,**
5.5-8.5 oz **Ruffles,**
5-8.25 oz **Simply** or 15-15.75 oz **Dips**



WITH REWARDS **2/\$10**
11.81-19.41 oz
Bellatoria
Ultra Thin Pizza
or 13.09 oz **4 Cheese Garlic Bread**



WHEN YOU BUY
MULTIPLES OF 3
OR 2.99 EA WITH REWARDS **1.99**
16 oz
Kraft
Salad Dressing

PIGGLY WIGGLY IS PROUD
TO PARTNER WITH KRAFT, KEMPS,
FARMLAND, P&G, BERNATELLO'S
FOODS, COCA-COLA, PEPSICO
AND FRITO-LAY IN SUPPORTING
OUR COMMUNITIES.





piggly wiggly.

shopthepig.com

prices in this ad good wednesday 1/7/26 through tuesday 1/13/26



more GREAT savings
In-Store



Sanderson Farms

1.79^{lb}

Chicken
Drumsticks
or Thighs



2/^{\$}6

1 lb Premium
Strawberries
2 lb Seedless California
Clementines



1.99^{lb}

Sold Whole in Bag
Pork Butt
Shoulder Roast



Certified Angus Beef®
Angus beef at its best® CertifiedAngusBeef.com

4.99^{lb}

English Cut
Shoulder Roast

Boneless Shoulder Steak or Family Pack Beef Stew... 5.99/lb



1.29^{lb}

Yellow or
Zucchini Squash
or Roma Tomatoes



2/^{\$}6

5 oz
Organic Girl
Salads



4/^{\$}3

16 oz Select
Food Club
Pasta



3.49

16 oz
Food Club
Shredded or
Chunk Cheese



1.99

Select
Butternut
20 oz Bread
or 8 ct Hamburger
or Hot Dog Buns



6.99

Gallon
Piggly Wiggly
Ice Cream



2.99

14 oz Onion Rings or 19-26 oz
McCain
Potatoes



10/^{\$}9

4.5-5.3 oz
Chobani
Yogurt



5/^{\$}4

2.5-5 oz Select Can or Pouches
Chicken of the Sea
Chunk Light Tuna



4/^{\$}3

10-15.5 oz Select
Food Club
Canned Variety
Beans or Tomatoes



21.49

30 pk, 12 oz Cans
Busch or
Busch Light



2.99

24 pk, 5 ltr Bottles
Piggly Wiggly
Drinking or
Spring Water

3 DAY SALE!

FRIDAY - SATURDAY - SUNDAY

3.99^{lb}

Regular Sale Price... 4.99/lb



80% Lean Fresh
Ground Beef

80% Lean Beef Patties... 5.99/lb

4.99

Regular Sale Price... 5.99



16-19 oz
Johnsonville Brats or
Italian Sausage

1.99^{lb}

Regular Sale Price... 2.49/lb



Sold in 3 lb Bag
County Line Pride
Chicken Wings

2/^{\$}11

Regular Sale Price... 5.99



10-28.75 oz Select
Village Pub or Portesi Pizza, or
Sheboygan Pasty or Calzone

BUY TWO GET ONE FREE



9-14.4 oz Tostitos, 6.5-7 oz Popcorns
or 15.5 oz Tostitos Salsa

2/^{\$}5



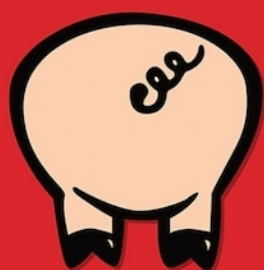
8-10 oz
Old Dutch Potato Chips
or Dutch Crunch

4.99

Family Size
12-21oz Select or 12ct Caddy Packs
Cheez-It, Town House,
Pringles or Club Crackers



NEW ***pig points!*** is live!



 **Sign Up
in Seconds**

 **Earn
Pig Points**

 **Redeem
with Ease**

 **Enjoy Fun Perks**

Text "ShopThePig" to 87573 to enroll now

**Shop More,
Earn More,
Save More**

Eligible for Weekly Ad Flyer and In-Store Sales

PIGLET

< 25,000



- **10** Points for every **\$1**
- Redeem Points for Savings

PIGGLY ROYALE

25,000



- **11** Points for every **\$1**
- Redeem Points for Savings
- **1.25x** Points for Private Label

WIGGLY ELITE

50,000



- **12** Points for every **\$1**
- Redeem Points for Savings
- **1.5x** Points for Private Label
- Special Savings and Coupons

BOSS HOG

75,000



- **14** Points for every **\$1**
- Redeem Points for Savings
- **2x** Points for Private Label
- Exclusive Savings and Coupons



GET \$10* BACK

VIA REBATE ON BUD LIGHT,
PEPSI,
AND LAY'S®, DORITOS®, CHEETOS® OR TOSTITOS®***



Product Restrictions Apply

SCAN THIS CODE



OR VISIT WWW.MYBEERERATE.COM/#/AB-951782540 WHEN YOU PURCHASE ONE (1) BUD LIGHT® FAMILY 12-PACK OR LARGER, ONE (1) PEPSI-COLA® PRODUCT (PEPSI®) 12-OZ. 12-PACK OR LARGER, ANY FLAVOR, AND ONE (1) BAG OF CHIPS (LAYS®, DORITOS®, CHEETOS® OR TOSTITOS®) 7 OZ. OR LARGER, ANY FLAVOR.**
OFFER VALID 01/05/2025 THROUGH 02/15/2025.
DATA DATE'S MAY VARY

[illegible]

OFFICIAL SPONSORS OF SUPER BOWL LII



fresh favorites

3.99

Jumbo
Cantaloupe

69¢ ea

Green
Peppers

2.49 lb

Premium
Honeycrisp
Apples

4.99 lb

Sweet Red
Cherries

2.29

8 oz
Sliced White
Mushrooms

2/\$6

9-11 oz Fresh Express
Garden
Blends

4/\$5

California Jumbo
Navel
Oranges

3.99

3 lb Bag Wisconsin
Fuji or
Evercrisp
Apples

1.79

2 lb Bag
Yellow Onions
or Bolthouse
Cello Carrots

1.29 lb

Fresh
Eggplant

14.99

Sunshine in the
Snow Bouquet

15.99

6 inch
Assorted
Foliage
Plants

2.99

5 lb Bag Wisconsin
Red or
Russet
Potatoes

3.99

8.5 oz
Stuffed Baby
Portabella
Mushrooms



beverage center

WITH REWARDS All Items Are With Rewards

3/\$12

6 pk, 5.1 oz Bottles
7UP, Dr Pepper
or A&W Root Beer

6.99

8 pk, 12 oz Bottles
Coke, Sprite
or Diet Coke

2/\$5

2-1tr Bottles
Pepsi or
Mtn Dew

2/\$4

12 oz Can
Poppi

5/\$5

16 oz Bottle
BODYARMOR

4.99

6 pk, 5.1tr Bottles
Snapple

2/\$4

64 oz
Old Orchard
Healthy Balance
or Cocktails

2/\$5

6-8 pk or 128 oz
Hawaiian
Punch

3.49

1.62 oz
Mio, Country
Time Lemonade or
1.62 oz or 12 qt Crystal Light

4.99

6 pk, 5.1tr Bottles
Core



health, home & pet

WITH REWARDS All Items Are With Rewards

13.99

9 Mega Rolls
Charmin
Bath Tissue

14.49

4 Triple Rolls
Bounty
Paper
Towels

6.49

3pk
Kleenex
Facial Tissue

19.99

30-60 ct
Qunol
Vitamins

2.79

24 oz Select
Lysol
Toilet Bowl
Cleaner

21.99

117-125 oz
Tide
Detergent

4/\$5

7 oz
Renzit

12.99

16 lb
Butcher's Best
Dog Food

4.49

Colgate
4.2-6.3 oz Toothpaste
16.9 oz Mouthwash
or 1 ct Toothbrush

digital coupons



80 ct
Bounce Dryer
Sheets

4.49 SALE PRICE
Less Digital
Coupon Offer

1.00 FINAL COST
LIMIT (1) OFFER
PER REWARD

77 oz
Downy Fabric Softener

8.99 SALE PRICE
Less Digital
Coupon Offer

2.00 FINAL COST
LIMIT (1) OFFER
PER REWARD

Downy
18.2 oz Unstopables or 48 oz Rinse

12.99 SALE PRICE
Less Digital
Coupon Offer

2.00 FINAL COST
LIMIT (1) OFFER
PER REWARD

While supplies last. We reserve the right to limit quantities and correct all printed errors. Not all varieties available at all locations. Prices subject to state and local taxes, if applicable. No sales to dealers. Purchase requirements are calculated after promotional discounts, and before tax, and does not include gift cards, lottery, tobacco, bottle deposits or other service desk services. All prices are discounted by using your Pig Points Rewards membership. Free promotions will be applied to item of least value. Gluten free information comes direct from the manufacturer (Always check the label, as ingredients may change. Contact the manufacturer with additional questions).

dairy



3.99
52 oz
Florida's Natural
Orange Juice



1.99
Half Gallon Select
Kemps
Milk



3.99
24 oz
Greek Gods
Yogurt



3.49
13 oz Aerosol
Food Club
Whipping Cream



2.79
16 oz
Daisy
Cottage Cheese



6.99
64 oz
Coffee mate
Creamer



2.69
16 oz Individually Wrapped
Food Club
American Singles



4.29
15 oz or 8 oz Spray
Brummel & Brown or
I Can't Believe It's Not Butter!



2.99
8 oz
Food Club
Parmesan



3.29
15 oz
Country
Crock Spread

frozen



2/\$8
22.71-25.56 oz
Orv's Rizer
or 9 inch
Brew Pub Pizza



6.99
16.35-27.4 oz Select
Screamin'
Sicilian Pizza



3.99
12 pk Crav'n Flavor
Ice Cream
Cups or Bars



2.99
7-9 oz
Jimmy Dean
Breakfast Bowls



2/\$7
11 oz
TASTIEZ
Appetizers



4.99
24 ct
Food Club
Waffles or
Pancakes



3.99
12-16 oz
Dole
Frozen Fruit



2/\$5
6-8 ct
Furlani
Garlic Bread
or Texas Toast



1.99
10 oz
Pictsweet Farms
Steam'ables



3.99
4 ct
Smucker's
Uncrustables

grocery essentials



2/\$7
8.8 oz
BelVita
Breakfast
Biscuits



2.99
32 oz Pancake Mix
or 24 oz Syrup



6.99
12 pk
GoGo Squeeze
Applesauce



2/\$7
4.6-13 oz
Keekler
Cookies



3/\$5
32 oz Select
Food Club
Broth



2.99
9-16 oz
Nabisco
Premium Saltines
or Oyster Crackers



2/\$4
Select Barilla
12-14.5 oz Gluten Free
or Protein+ Pasta,
6.5 oz Pesto or 24 oz Pasta Sauce



2/\$5
16-24 oz
Ragu
Pasta Sauce



3.49
4.4-5.3 oz
Skinny
Pop



2/\$6
24 oz
Brownberry
Bread



2/\$5
7.5-10 oz
Hormel or
Dinty Moore Compleats



1.99
5 oz
Chicken of the Sea
Pink Salmon



4/\$5
5 oz
Food Club
Croutons



2.49
14 oz
Heinz
Ketchup

Save \$3 When You MIX or MATCH Any 6

Items listed below in a Single Transaction. While Supplies Last.

 1.99 SALE PRICE - .50 When You Buy 6 1.49 FINAL COST	 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST	 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST	 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST
 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST	 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST	 1.49 SALE PRICE - .50 When You Buy 6 99¢ FINAL COST	 2.49 SALE PRICE - .50 When You Buy 6 1.99 FINAL COST
 1.99 SALE PRICE - .50 When You Buy 6 1.49 FINAL COST	 3.49 SALE PRICE - .50 When You Buy 6 2.99 FINAL COST	 2.99 SALE PRICE - .50 When You Buy 6 2.49 FINAL COST	 4.99 SALE PRICE - .50 When You Buy 6 4.49 FINAL COST

3 DAY SALE!

FRIDAY - SATURDAY - SUNDAY

3.99/lb

Regular Sale Price...4.99/lb



80% Lean Fresh Ground Beef

80% Lean Beef Patties...5.99/lb

4.99

Regular Sale Price...5.99



Johnsonville Brats or Italian Sausage

16-19 oz

1.99/lb

Regular Sale Price...2.49/lb



County Line Pride Chicken Wings

Sold in 3lb Bag

2/\$11

Regular Sale Price...5.99



Village Pub or Portesi Pizza or Sheboygan Pasty or Calzone

10-28.75 oz Select

BUY TWO GET ONE FREE



Tostitos and Doritos

9-14.4 oz Tostitos, 6.5-7 oz Popcorners or 15.5 oz Tostitos Salsa

2/\$5

WITH REWARDS



Old Dutch Potato Chips or Dutch Crunch

8-10 oz

4.99

WHEN YOU BUY MULTIPLES OF 2 OR 5.99 EA WITH REWARDS



Family Size Cheez-It, Town House, Pringles or Club Crackers

12-21oz Select or 12ct Caddy Packs

meat & seafood



4.99^{lb}
Gerber Amish Farms
Boneless
Chicken Breasts



3.49^{lb}
Boneless Whole
Pork
Tenderloins



3.99
12 oz Select
Johnsonville Breakfast
Sausage Links or Patties



4.99
16 oz, 85% Lean
Butterball
Ground Turkey



7.99
18-26 oz Select
Rosina Italian or
Homestyle Meatballs



2.99
15 oz Select
Ball Park
Meat Franks



5.99
12-16 oz Select
Curly's Pulled
Pork or Chicken



3.99
12-14 oz Select
Eckrich
Li'l Smokies



3.99
12-24 oz Select
Bob Evans
Premium Side Dishes



89¢
2 oz
Buddig
Lunch Meat



12.99
16 oz Whole
Cooked Shrimp Ring
with Sauce



9.99^{lb}
Fresh Farm-Raised
Salmon
Fillets



3.99
16 oz
Seafarer Crab Flavored
Chunks, Flakes or Sticks



8.99
41-50 ct, 16 oz Whole
Cooked Shrimp

deli & bakery



6.99^{lb}
Select Varieties
Sandwich Pepperoni
or Il Primo
Genoa Salami



5.99^{lb}
Regular or Garlic
Bologna



4.99^{lb}
Yellow or White
American Cheese



2.99^{lb}
Sour Cream
& Onion
Potato Salad



5.49^{lb}
Caprese
Pasta Salad



3.49
8 oz Colby, Pepper Jack
or Golden Jack
Cady Creek
Sliced Cheese



6.99^{lb}
Pork
Carnitas



3.99^{lb}
4 Bean
Salad



2.49
8 ct
Hamburger
or Hot Dog Buns



13.99
6 inch
Suzy's
Cheesecake



1.99
14-16 oz
French
Bread



4.99
14 oz
Sabrina's
Coffee Cakes



4.99
8.73-14.25 oz
Golden Home
Pizza Crusts

beer, wine & spirits



***10 QR CODE REBATE**
OFF THE PURCHASE OF 2 SELECT PRINGLES,
CHEZ-IT OR TOWN HOUSE CRACKERS
*SEE DISPLAY FOR DETAILS



21.49
24 pk, 12 oz Cans or Bottles
Miller Lite, MGD or
Miller Extra Light 64



30.99
1.75 ltr Bottle
Tito's
Vodka



16.99
3 ltr Box
Bota Box
Assorted Wines



8.29
12 pk, 12 oz Cans
Busch NA



19.99
8 pk, 12 oz Cans
Carbliss
Cocktails



28.99
1.75 ltr Bottle
Captain Morgan
Spiced Rum



12.99
750 ml Bottle
Josh Cellars
Chardonnay or
Cabernet Sauvignon



14.99
12 pk, 12 oz Cans or Bottles
Corona
or Modelo



43.99
1.75 ltr Bottle
Jack Daniel's
Tennessee Whiskey



22.99
1.75 ltr Bottle
Seagram's 7
Whiskey



14.99
750 ml Bottle
LaMarca
Prosecco



7.99
15 pk, 12 oz Cans
Milwaukee's Best
Light or Ice



20.99
1.75 ltr Bottle
Korbel VS
Brandy



8.99
1.75 ltr Bottle
Badger Claw
Vodka



7.99
750 ml Bottle
Andre
Sparkling Wines

Mr. Pig's Save More in Store Sale

prices in this ad good Wednesday 1/7/26 through Tuesday 1/13/26

WITH REWARDS All Items Are With Rewards

piggly wiggly®



2/\$5
8.8 oz
Kid Cuisine



4.49
10 oz
Crav'n Flavor
Twice Baked
Potatoes



4.49
11.5-15 oz Select
Marie Callender's
Pot Pies
or Entrees



1.49
16 oz
Food Club
Refried Beans



1.99
15.5 oz
Crav'n Flavor
Salsa



1.79
14.5-15.25 oz
Food Club
Canned Fruit



2/\$4
10 oz
That's Smart
Canned Chicken



2.79
16 oz
Food Club
Mild Taco Sauce



1.99
12 ct
Food Club
Taco Shells



2/\$1
1.25 oz
Food Club
Taco or Fajita
Seasoning



3.49
16 oz
Food Club
Coffee Creamer



2/\$4
16 oz Select
Barilla Pasta
Al Bronzo



3.99
24 oz
Country Hearth
Split Top Bread



2/\$6
46 oz
Food Club
Vegetable Juice



2/\$4
8 pk
Food Club
Hot Cocoa



5.99
10 pk
Nabisco
Snack Packs



3.99
6.5-8 oz
Cretors
Popcorn



2.99
28-48 ct
Simply Done
Zipper Storage
or Freezer Bags



2.69
90 ct
Simply Done
Sandwich
Zipper Bags

Making Lay's Since 1938

New Lower Everyday Price

NO COLORS
— from —
ARTIFICIAL SOURCES

Gluten
FREE

MADE WITH
REAL POTATOES

NO
ARTIFICIAL
Flavors



FEATURED THIS WEEK...

BUY TWO
GET ONE
FREE

9-13 oz Tostitos,
7 oz Popcorners,
or 15.5 oz Tostitos Salsa



WHEN YOU BUY
MULTIPLES OF 3
OR 4.99 EA WITH
REWARDS

2.99

9-10.75 oz Doritos,
5.5-8.5 oz Ruffles,
5-8.25 oz Simply or 15-15.75 oz Dips

CHOOSE BETTER

REWRITE YOUR ROUTINE

ELECTROLYTES | COCONUT WATER

5/\$5

When you Buy Multiples
of 5 or 1.49 EA



BODYARMOR

STRAWBERRY
BANANA



MR. PIG'S TOP ITEMS FOR THE WINTER WARM UP SALE!



OFFICIAL SPONSORS OF SUPER BOWL LX



* **CASH BACK VIA PAYPAL OR
VENMO WHEN YOU PURCHASE
(1) 12 PACK OR LARGER OF
TWISTED TEA®**

Offer begins 1/1/25 & ends 2/28/26. Limited quantities available & offer valid only while supplies last. Must be 21+ years of age to participate. Valid on purchases made in MI, OH, WI. Limit ONE (1) rebate per receipt and submission, maximum of THREE (3) rebates during the Offer Period. Subject to full Terms & Conditions at [twistedtea.alcoholsavings.com](https://www.twistedtea.alcoholsavings.com). Message & data rates may apply. Sponsor: Twisted Tea Brewing Company
TWISTED TEA®, MALT BEVERAGE WITH TEA AND NATURAL FLAVORS | CONTAINS ALCOHOL | ©2025 TWISTED TEA BREWING COMPANY, TWISTEDTEA.COM | PLEASE ENJOY RESPONSIBLY.



REDEEM:

 **ONLINE REBATE • PURCHASE MUST OCCUR BETWEEN 1/1/26 - 2/28/26**

SAVE \$10.00 AFTER REBATE*

off the purchase of **TWO (2) Pringles® products** (4.9 oz. or larger),
Cheez-It® products (4.2 oz. or larger), **Club® Crackers** (any size)
and/or **Town House® Crackers** (any size) (Any Flavor,
Mix or Match) AND **ONE (1) 12-pack or larger of Miller Lite®,**
Miller Genuine Draft® or Miller Extra Light™.

TO REDEEM ONLINE SCAN THIS CODE USING YOUR SMARTPHONE

OR VISIT

<https://www.molsoncoorsrebates.com/o/18032832652>



CELEBRATE RESPONSIBLY®

©2026 MILLER BREWING CO., MILWAUKEE, WI • BEER
©2026 Kelanaya ©2025 Pringles LLC

Must be 21 or older to participate. Alcohol purchase required. Valid in AK, AZ, CO, CT, DE, FL, GA, IA, IL, KS, KY, MA, MD, ME, MS, MT, ND, NE, NH, NM, NV, NY, OK, OR, RI, SC, SD, TN, VT, WA, WI & WY. Void where prohibited. Offer valid 1/1/26 - 2/28/26. Limited quantities available, offer available while supplies last. Visit <https://www.molsoncoorsrebates.com/o/18032832652> for full offer details. Maximum of ONE (1) \$10.00 rebate will be awarded per address/household. In NM & VA, REQUIRED PURCHASES MAY BE MADE ON MULTIPLE RECEIPTS. *For valid rebates submitted online, consumers will have the ability to choose from multiple reimbursement methods. Additional terms and conditions may apply.

WIN OVER

THE WHOLE CROWD



REDEEM:

 **ONLINE REBATE • PURCHASE MUST OCCUR BETWEEN 1/1/26 – 2/28/26**

SAVE \$10.00 AFTER REBATE*

off the purchase of **TWO (2)** 9.9 oz. or larger bags of
TAKIS® Tortilla Chips (any variety) AND **ONE (1)**
12-pack or larger of Coors Light®, Coors® Banquet
or Blue Moon® (any variety).

TO REDEEM ONLINE SCAN THIS CODE USING YOUR SMARTPHONE

OR VISIT

<https://www.molsoncoorsrebates.com/o/18121229610>



PRODUCTS NOT TO SCALE
CELEBRATE RESPONSIBLY
©2026 COORS BREWING COMPANY, GOLDEN, CO • BEER
2026 © All Rights Reserved. Barcel USA.

Must be 21 or older to participate. Alcohol purchase required. Valid in AK, AZ, CO, CT, DC, DE, FL, GA, IA, ID, IL, KS, KY, MA, MD, ME, MI, MS, MT, ND, NE, NH, NM, NY, NY, OK, OR, RI, SC, SD, TN, VT, WA, WI & WY. Void where prohibited. Offer valid 1/1/26 – 2/28/26. Limited quantities available, offer available while supplies last. Visit <https://www.molsoncoorsrebates.com/o/18121229610> for full offer details. Maximum of ONE (1) \$10.00 rebate will be awarded per address/household. In NM & WA, REQUIRED PURCHASES MAY BE MADE ON MULTIPLE RECEIPTS. *For valid rebates submitted online, consumers will have the ability to choose from multiple reimbursement methods. Additional terms and conditions may apply.



Better Food. Better Future.

When you're craving something authentic, unique and delicious.

WITH
REWARDS All Items Are
With Rewards



3.69

1 lb

Delallo
Potato Gnocchi



3.79

18-20 ct Select
Bigelow
Tea



4.99

3.5 oz or 5 pk
Bear Real
Fruit YoYo,
Splits or Minis



69¢

1.25 oz

Cocoa Classics
Cocoa Mix



4.99

32 oz

Lifeway
Kefir



5.89

9.2-11.75 oz

Shore Lunch
Soup

piggly wiggly®

January



*Cookie
of the Month*



Lemon Blueberry

*Salad
of the Month*



7 Layer Salad