

Signal Reporter Assay Kit

CRE Reporter Assay Kit

Cat. no. 336841 CCS-002L

For study of pathway activity

The Signal CRE Reporter Assay Kit is designed to monitor the activity of CREB-regulated signal transduction pathways in cultured cells. The cAMP response element (CRE) is a point of convergence for many extracellular and intracellular signals, including cAMP, calcium, G-protein coupled receptors (GPCR) and neurotrophins. CRE-binding protein (CREB), a transcription factor, is activated upon phosphorylation by cAMP-dependent protein kinase (PKA). The CRE reporter construct is designed for measuring changes in intracellular cAMP levels and for Gs-protein coupled receptor (GsPCR) activity. The CRE reporter is a mixture of inducible CREB-responsive luciferase construct and constitutively expressing Renilla construct (40:1). The CREB-responsive luciferase construct encodes the firefly luciferase reporter gene under the control of a minimal (m)CMV promoter and tandem repeats of the CRE. We have experimentally optimized the number of response elements as well as the intervening sequence between response elements to maximize the signal to noise ratio. The constitutively expressing Renilla construct encodes the Renilla luciferase reporter gene under the control of a CMV immediately early enhancer/promoter and acts as an internal control for normalizing transfection efficiencies and monitoring cell viability. Using a simple dual-luciferase assay, you can easily monitor the activity of CREB-mediated signaling pathways and determine the effect of various treatments, such as gene knockdown, over-expression, and chemical compounds on those pathways.

For further details, consult the *Signal Reporter Assay Handbook*.

Shipping and storage

The Signal Reporter Assay Kit is shipped on dry ice or blue ice. Store at -20°C . When stored under these conditions, this product can be used for 6 months from the date of receipt without reduction in performance.

Note: Open the package and store the products appropriately immediately on receipt.

Performance data

Visit the Website to view performance data for this product.



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Product	Contents	Cat. no.
Signal Reporter Assay Kit	For 500 reporter assays, 500 negative control assays, and 250 positive control assays when using the recommended 96-well plate transfection protocol; 500 μ l (100 ng/ μ l) Reporter (40:1 mixture of inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 500 μ l (100 ng/ μ l) Negative control (40:1 mixture of non-inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 250 μ l (100 ng/ μ l) Positive control (40:1:1 mixture of constitutively expressing GFP, constitutively expressing firefly luciferase, and constitutively expressing Renilla luciferase constructs)	Varies

Signal Reporter Assay Kit products are intended for molecular biology applications. These products are not intended for the diagnosis, prevention, or treatment of a disease.

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