

# Signal Reporter Assay Kit

## SP1 Reporter Assay Kit (GFP)

Cat. no. 336841 CCS-1027G

### For study of pathway activity

The Signal SP1 Reporter Assay Kit is designed to measure the transcriptional activity of SP1 (Specificity Protein 1). SP1 is a "glutamine-rich" transcriptional activator that recognizes 5'-GGGGCGGGGC-3' and closely related sequences which are referred to as GC boxes. The kit contains transfection-ready SP1 reporter as well as positive and negative controls. The SP1 reporter encodes the Monster GFP gene under the control of a minimal (m)CMV promoter and tandem repeats of the SP1 transcriptional response element (TRE). The reporter has been experimentally optimized to maximize the signal to noise ratio by testing the number of response elements as well as intervening sequence between the response elements.

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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## Contents

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 $\mu$ l (100 ng/ $\mu$ l) Reporter (40:1 mixture of inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 500 $\mu$ l (100 ng/ $\mu$ l) Negative control (40:1 mixture of non-inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 250 $\mu$ l (100 ng/ $\mu$ 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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