

Sp1 Luciferase Reporter Vector

Product Insert

Cat. No. LR0071

Shelf Life	One year from date of receipt under proper storage conditions.
Storage	See product label for appropriate storage conditions
Components 1	Sp1 Luciferase Reporter Vector (20ul of 500 ng/ul)
Components 2	Empty Control Vector (20ul of 500 ng/ul)
Sequence (5'->3')	ATTCGATCGGGGCGGGGCGAGATTAGATTTCGATCGGGGCGGGGCGAG
Description	<p>pSp1-Luc is designed to measure transcriptional activity of Sp1. Sp1 is a sequence-specific transcription factor that recognizes 5'-GGGGCGGGGC-3' and closely related sequences, which are often referred to as GC boxes. Sp1 was initially identified as a HeLa cell derived factor that selectively activates in vitro transcription from the SV40 promoter and binds to the multiple GC boxes in the 21-bp repeated elements in SV40. Sp1 has been described as a ubiquitous transcription factor that is required for the constitutive and inducible expression of a variety of genes, such as in cell cycle or mammalian development.</p>
QA Statement	Luciferase induction was measured from Cos-1 expressing pSp1-Luc cell lysates after trichostatin A treatment.

**Contacting
Panomics**

For ordering information or technical support, contact the appropriate resource provided below according to your geographical location.

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For an updated list of FAQs and product support literature, visit our website at www.panomics.com.
