

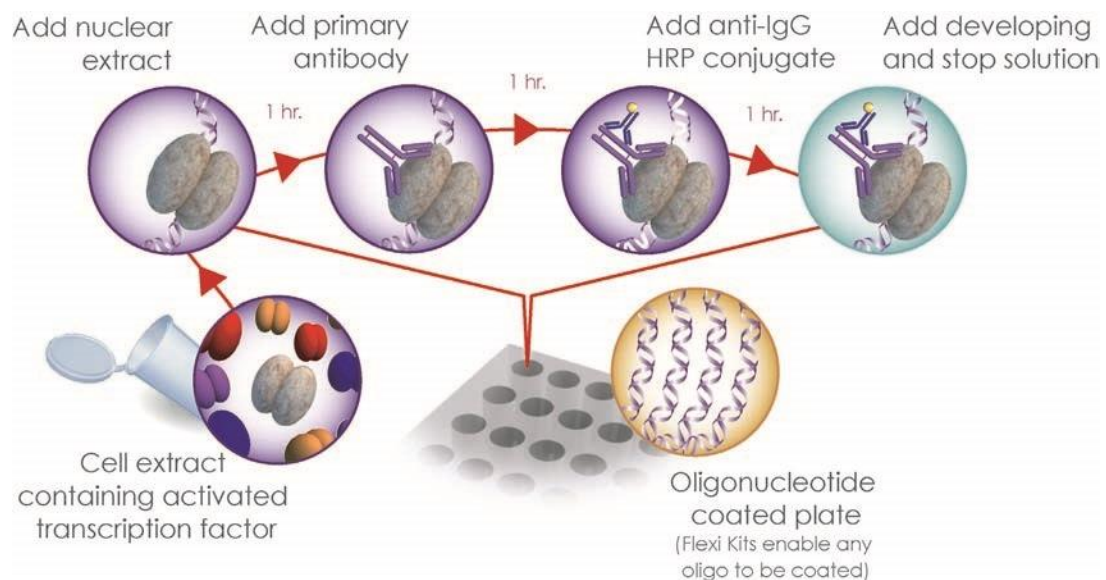
TRANSAM®

TRANSCRIPTION FACTOR ACTIVATION ASSAYS

TransAM transcription factor assays are fast, user-friendly, and highly sensitive non-radioactive ELISA-based assays that facilitate the study of transcription factor-DNA binding activity in mammalian tissue and cell extracts. TransAM assays are up to 100-fold more sensitive than gel shift assays and also yield more quantitative results.

Advantages of TransAM Transcription Factor Assays

- ✓ Up to 100-fold more sensitive than gel shifts
- ✓ Results in fewer than 5 hours
- ✓ Non-radioactive, colorimetric readout
- ✓ No cloning or transfection required
- ✓ 96-stripwell format for scalability



Flow chart of the TransAM process.

Activated transcription factor in cell extract binds to the consensus-binding site on the oligo immobilized in the well. Incubation with the supplied primary and secondary antibodies specifically quantifies the amount of activated transcription factor.

Our TransAM Assay Kits have been cited in more than 1,000 publications

TransAM® AP-1 Family	2 x 96 rxns	44296
TransAM® AP-1 c-Fos	1 x 96 rxns	44096
	5 x 96 rxns	44596
TransAM® AP-1 c-Jun	1 x 96 rxns	46096
	5 x 96 rxns	46596
TransAM® AP-1 FosB	1 x 96 rxns	45096
	5 x 96 rxns	45596
TransAM® AP-1 JunD	1 x 96 rxns	43496
	5 x 96 rxns	43996
TransAM® ATF-2	1 x 96 rxns	42396
	5 x 96 rxns	42896
TransAM® c-Myc	1 x 96 rxns	43396
	5 x 96 rxns	43896
TransAM® C/EBP α/β	1 x 96 rxns	44196
	5 x 96 rxns	44696
TransAM® CREB	1 x 96 rxns	42096
	5 x 96 rxns	42596
TransAM® pCREB	1 x 96 rxns	43096
	5 x 96 rxns	43596
TransAM® Elk-1	1 x 96 rxns	44396
	5 x 96 rxns	44896
TransAM® ER	1 x 96 rxns	41396
	5 x 96 rxns	41996
TransAM® FKHR (FOXO1)	1 x 96 rxns	46396
	5 x 96 rxns	46896
TransAM® GATA Family	2 x 96 rxns	48296
	1 x 96 rxns	46496
TransAM® GATA-4	5 x 96 rxns	46996
	1 x 96 rxns	45496
TransAM® GR	5 x 96 rxns	45996
	1 x 96 rxns	47096
TransAM® HIF-1	5 x 96 rxns	47596
	1 x 96 rxns	48396
TransAM® IRF-3 (Human)	5 x 96 rxns	48896
	2 x 96 rxns	47296
TransAM® MAPK Family	1 x 96 rxns	43196
	5 x 96 rxns	43696
TransAM® MEF2	1 x 96 rxns	47196
	5 x 96 rxns	47696
TransAM® MyoD	1 x 96 rxns	47196
	5 x 96 rxns	47696

TransAM® NF-YA	1 x 96 rxns	40396
	5 x 96 rxns	40896
TransAM® NFATc1	1 x 96 rxns	40296
	5 x 96 rxns	40796
TransAM® NFκB Family	2 x 96 rxns	43296
	1 x 96 rxns	41096
TransAM® NFκB p50	5 x 96 rxns	41596
	1 x 96 rxns	48196
TransAM® NFκB p52	5 x 96 rxns	48696
	1 x 96 rxns	40096
TransAM® NFκB p65	5 x 96 rxns	40596
	1 x 96 rxns	41097
TransAM® NFκB p50 Chemi	5 x 96 rxns	41597
	1 x 96 rxns	48197
TransAM® NFκB p52 Chemi	5 x 96 rxns	48697
	1 x 96 rxns	40097
TransAM® NFκB p65 Chemi	5 x 96 rxns	40597
	2 x 96 rxns	43298
TransAM® Flexi NFκB Family	1 x 96 rxns	41098
TransAM® Flexi NFκB p50	1 x 96 rxns	40098
TransAM® Flexi NFκB p65	1 x 96 rxns	50296
TransAM® Nrf2	5 x 96 rxns	50796
	1 x 96 rxns	42496
TransAM® Oct-4	5 x 96 rxns	42996
	1 x 96 rxns	41196
TransAM® p53	5 x 96 rxns	41696
	1 x 96 rxns	40196
TransAM® PPARγ	5 x 96 rxns	40696
	1 x 96 rxns	41296
TransAM® Sp1	5 x 96 rxns	41796
	1 x 96 rxns	40496
TransAM® Sp1/Sp3	5 x 96 rxns	40996
	2 x 96 rxns	42296
TransAM® STAT Family	1 x 96 rxns	45196
	5 x 96 rxns	45696
TransAM® STAT3	1 x 96 rxns	51396
	5 x 96 rxns	51896
TransAM® T-bet	1 x 96 rxns	51396
	5 x 96 rxns	51896

NUCLEAR EXTRACT KIT

Active Motif's Nuclear Extract Kit offers a simple method for the preparation of highly pure nuclear, cytoplasmic, and whole-cell extracts from mammalian cells and tissues.

Use of the Nuclear Extract Kit eliminates the need to optimize reagents and ensures consistent sample preparation. The nuclear extracts generated with this product are of high yield,

concentration, and purity, providing you with the most optimal purified protein fractions for analysis by various methods including Active Motif's TransAM® kits, electrophoretic mobility shift assays (EMSAs), and western blots.

Product	Format	Cat. No.
Nuclear Extract Kit	100 rxns	40010
	400 rxns	40410