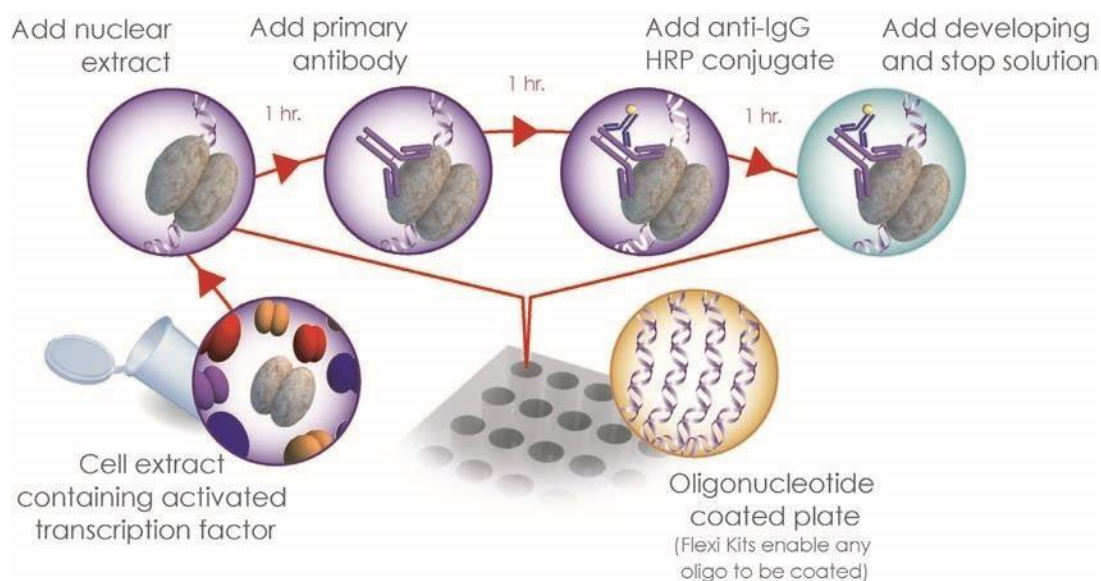


## TRANSAM® TRANSCRIPTION FACTOR ACTIVATION ASSAYS

TransAM transcription factor assays are fast, user-friendly, and highly sensitive non-radioactive ELISAbased 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	45596
	5 x 96 rxns	45096
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 $\alpha/\beta$	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® ER	1 x 96 rxns	44396
	5 x 96 rxns	41996
TransAM® FKHR (FOXO1)	1 x 96 rxns	46396
	5 x 96 rxns	46896
TransAM® GR	1 x 96 rxns	45496
	5 x 96 rxns	45996
TransAM® HIF-1	1 x 96 rxns	47096
	5 x 96 rxns	47596
TransAM® IRF-3 (Human)	1 x 96 rxns	48396
	5 x 96 rxns	48896
TransAM® MAPK Family	2 x 96 rxns	47296
TransAM® NFATc1	1 x 96 rxns	40296
	5 x 96 rxns	40796
TransAM® NFkB Family	2 x 96 rxns	43296
TransAM® NFkB p50	1 x 96 rxns	41096
	5 x 96 rxns	41596
TransAM® NFkB p52	1 x 96 rxns	48196
	5 x 96 rxns	48696
TransAM® NFkB p65	1 x 96 rxns	40096
	5 x 96 rxns	40596
TransAM® NFkB p50 Chemi	1 x 96 rxns	41097
	5 x 96 rxns	41597
TransAM® NFkB p52 Chemi	1 x 96 rxns	48197
	5 x 96 rxns	48697
TransAM® NFkB p65 Chemi	1 x 96 rxns	40097
	5 x 96 rxns	40597

TransAM® Flexi NFkB Family	2 x 96 rxns	43298
TransAM® Flexi NFkB p50	1 x 96 rxns	41098
TransAM® Flexi NFkB p65	1 x 96 rxns	40098
TransAM® Nrf2	1 x 96 rxns	50296
	5 x 96 rxns	50796
TransAM® p53	1 x 96 rxns	41196
	5 x 96 rxns	41696
TransAM® PPAR $\gamma$	1 x 96 rxns	40196
	5 x 96 rxns	40696
TransAM® Sp1	1 x 96 rxns	41296
	5 x 96 rxns	41796
TransAM® Sp1/Sp3	1 x 96 rxns	40496
	5 x 96 rxns	40996
TransAM® STAT Family	2 x 96 rxns	42296
TransAM® STAT3	1 x 96 rxns	45196
	5 x 96 rxns	45696
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 (EMSA), and western blots.

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