

# FUNCTIONAL PROMOTER MACROARRAY PRODUCT DETAILS

## STANDARD FEATURES

---

- ⇒ **Array Format** - Functional Promoter Macroarrays are delivered in sealed 96-well or 384-well white tissue culture plates.
- ⇒ **1Kb Promoter Fragment** - Each well contains a unique promoter fragment subcloned into a custom vector that contains Promega's Luciferase reporter gene.
- ⇒ **Assay Ready** - Each well of a Functional Promoter Macroarray contains 30 ng of a unique promoter-containing reporter vector that has been sequence validated and has passed other quality control criteria.
- ⇒ **Control Plasmids** - Every plate includes a series of positive and negative control constructs to facilitate normalization and comparison.

## OPTIONAL FEATURES

---

- ⇒ **Gene Family Sets** - Functional Promoter Macroarrays are available in several different gene family sets. See SwitchGear's Gene Family Promoter Sets for detailed offering.
- ⇒ **Flexible Delivery Options** - Functional Promoter Macroarray DNAs may be shipped dried down or in liquid format to yield maximum flexibility and reduced storage capacity requirements.
- ⇒ **Control Plate** - A standard control macroarray is available for determining optimal transfection conditions and reagent concentrations.

## ADDITIONAL REQUIREMENTS

---

- 1) Cell line
- 2) Transfection reagent
- 3) Plate luminometer
- 4) Luminescent assay reagent

## EXPERIMENT OUTLINE

---

- 1) Open the assay-ready Functional Promoter Macroarray that includes a unique promoter in each well.
- 2) Deliver macroarray contents into living cells.
- 3) Incubate under experimental conditions of interest.
- 4) Add assay reagents and measure luminescence.