

SUPPORTING INFORMATION

**Single Molecule Detection of Transcription Factor Binding to DNA in Real
Time: Specificity, Equilibrium and Kinetic Parameters**

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CONTENTS:

Supporting Materials and Methods

SUPPORTING MATERIALS AND METHODS

Coincident event counting and cross-correlation analysis- In coincident event counting, the following were tabulated directly from the trace files:

RedOnly $\equiv$ fraction of bins containing ≥ 1 photon count in the Red (DNA) channel but containing 0 in the Blue (protein) channel

BlueOnly $\equiv$ fraction of bins containing ≥ 1 photon count in the Blue channel but containing 0 in the Red channel

Blank $\equiv$ fraction of bins containing 0 in both Red and Blue channels

CoincidentBins $\equiv$ number of bins containing ≥ 1 photon count in both Red and Blue channels

As described (17), the number of random coincident events (RandomCoinBins) was estimated from these values as:

$$\text{RandomCoincidentBins} = N \times \text{RedOnly} \times \text{BlueOnly} / \text{Blank}$$

where N represents the total number of bins in the trace files. The number of non-random coincident bins (Non-RandomCoincidentBins), which represents the number of protein-DNA complexes detected, was estimated as:

$$\text{Non-RandomCoincidentBins} = \text{CoincidentBins} - \text{RandomCoincidentBins}$$

Results were normalized for run time and presented as the number of bins per second (bins/s).

Spatial cross-correlation coefficients (Φ) of data trace files were determined using a standard formula for the normalized product:

$$\Phi(m) \equiv \frac{\sum_i (x_i - \bar{x})(y_{i+m} - \bar{y})}{\sqrt{\sum_i (x_i - \bar{x})^2 \sum_i (y_{i+m} - \bar{y})^2}}$$

where x_i represents the fluorescence intensity in the i th bin of the Red channel, $\bar{x}$ the average, y_i the intensity in the i th bin of the Blue channel offset by m bins, and $\bar{y}$ the average.