Table 2: Equilibrium and Kinetic Constants for the Binding of the Egr-1 ZFD to Synthetic DNA Duplex Determined by Single-Molecule Counting<sup>a</sup>

Equilibrium Parameters	
assay	$K_{\rm d}  ({ m pM})$
direct ligand <sup>b</sup>	13 (±3)
tracer ligand <sup>c</sup>	$14(\pm 1)$
competitive inhibitor <sup>d</sup>	$10 (\pm 3)$

## Kinetic Parameters

assay	constant
association <sup>e</sup>	$k_{\text{on}} = 1.0 \ (\pm 0.5) \times 10^9 \ \text{M}^{-1} \ \text{s}^{-1}$
dissociation <sup>f</sup>	$k_{\text{off}} = 1.11 \ (\pm 0.10) \times 10^{-3} \ \text{s}^{-1}$

<sup>a</sup> Average (±SD) of at least three independent determinations. Experimental conditions: 100 mM NaCl, 10 mM Tris at pH 8.0, 10 mM EDTA, 10 μM ZnSO<sub>4</sub>, and 250 μg/mL BSA at room temperature. <sup>b</sup> Saturation titration of the protein with Cy5-EBS, as in Figure 7A. Data were fitted with eq 2. c Saturation titration of the protein with tracer Cy5-EBS/EBS (1:3), as in Figure 7C. Data fitted with a modified form of eq 2 yielded  $K_d^{app}$  equal to 3.5 ( $\pm 0.2$ ) pM.  $K_d$  was calculated from  $K_d^{app}/n$ , where n represents the fraction of DNA that is labeled with Cy5. d Saturation titration of the protein and 24 pM free Cy5-EBS with the competitor unlabeled EBS, as in Figure 7D. Data fitted with eq 3 yielded IC<sub>50</sub> equal to 28 ( $\pm$ 3) pM.  $K_d$  was calculated from IC<sub>50</sub> using eq 4 and the 13 pM  $K_d$  value from the direct ligand titration assay. Association time courses were initiated by the addition of Cy5-EBS to the protein.  $k_{on}$  was calculated using eq 6 from slopes of three independent determinations, as in Figure 8B. f The dissociation time course was initiated by the addition of a large molar excess of unlabeled EBS to the protein prebound to Cy5-EBS, as in Figure 9A. Data were fitted with monoexponential eq 1.