

Consensus TRE
   
 AGGT(G/C)AN<sub>x</sub>T(C/G)ACCT

**TSH $\alpha$  TRE**

TATA box: TATAAAA

TRE: GCAGGTGAGGACTT

TRE: CATTAACTGCAGTTACTG

Transcription initiation: →

**HSV-1 TK TRE**

TATA box: TATTAAGGCCA

TRE: cacacg

TRE: TCACCTCGAATACCG

Transcription initiation: →