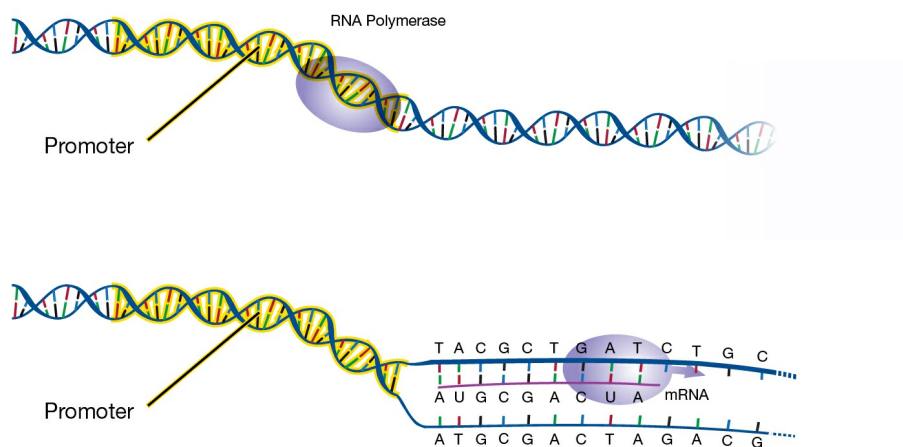


Promoter

National Human Genome Research Institute (NHGRI)

Source

National Human Genome Research Institute (NHGRI). *Promoter*.



A promoter is a sequence of DNA needed to turn a gene on or off. The process of transcription is initiated at the promoter. Usually found near the beginning of a gene, the promoter has a binding site for the enzyme used to make a messenger RNA (mRNA) molecule.