



**Supplemental Figure S13. The effect of homotypic sites number on expression in the *CMV* background.** (A) Expression measurements of oligos with increasing number of sites for SP1, ETS1, YY1 and CREB in the *CMV* background. Each dot represents a single oligo in the library. A logistic function was fitted (methods) and the correlation between the expression measurements and the fitted values are shown for each TF. (B) A summary plot of the four expression curves that were computed in (A) for direct comparison between TFs.