

promoter (gene technology)

The DNA region, usually upstream to the coding sequence of a gene or operon, which binds and directs RNA polymerase to the correct transcriptional start site and thus permits the initiation of transcription.

Source:

PAC, 1992, 64, 143 (*Glossary for chemists of terms used in biotechnology (IUPAC Recommendations 1992)*) on page 163