

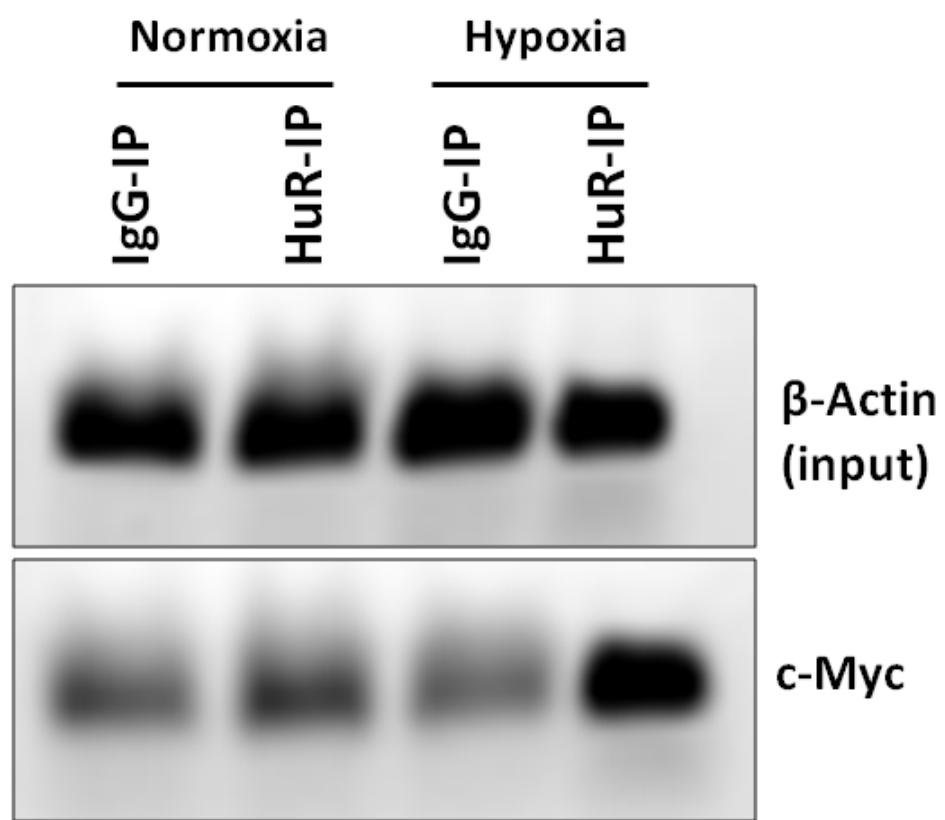
## **Supplementary data: Figure Legends**

**Figure S1. Hypoxia promotes c-Myc association with HuR.** UM74B cells were grown under normoxic and hypoxic conditions and subjected to RNP IP followed by RT-qPCR analysis and visualized under agarose gel electrophoresis to measure the relative quantity of *c-Myc* mRNAs in HuR IP compared to control IgG IP. Input GAPDH serves as a loading control for both normoxia and hypoxia (CoCl<sub>2</sub> treatment).

**Figure S2.** Schematic depiction of the 3'UTR of c-Myc (A–D) used for HuR binding site identification (Materials and Methods).

**Figure S3.** Schematic depiction of HuR isoforms used in this study.

**Figure S1**



## **Figure S2**

**3'UTR of c-Myc (1891-2357 nucleotides)**

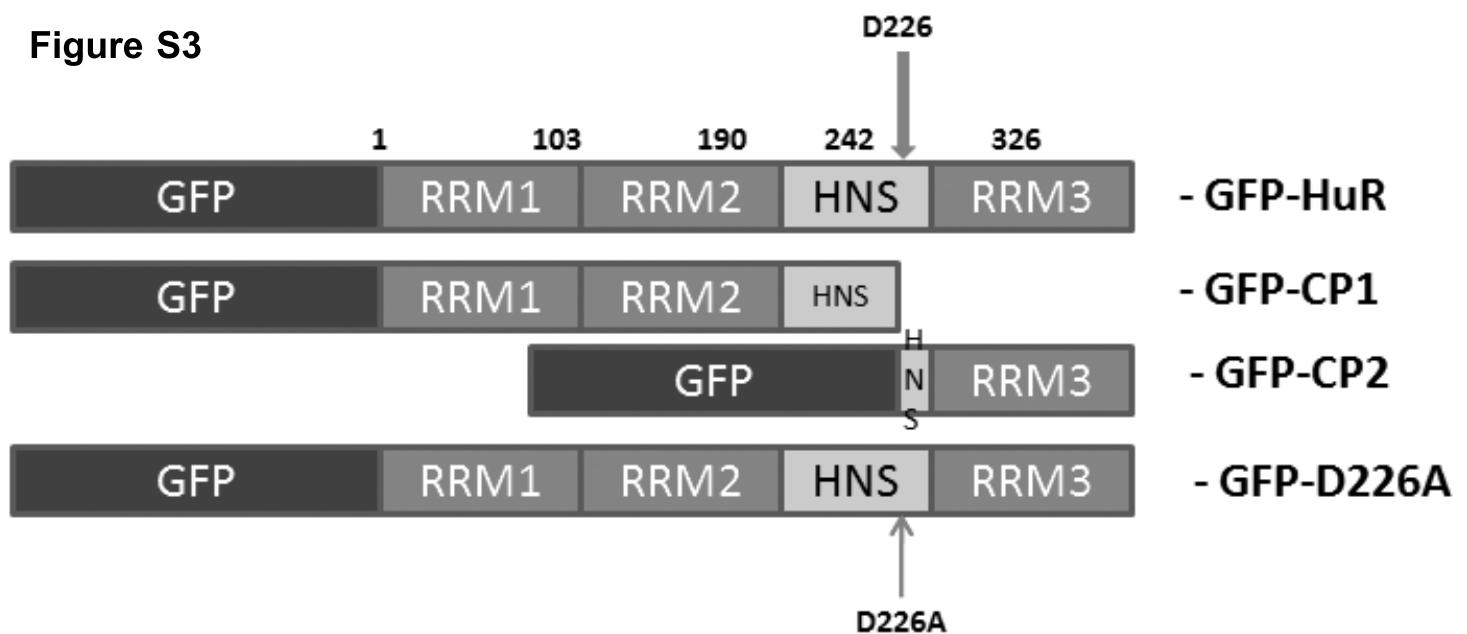
A 1891-2042

B 1991 - 2146

C 2096-2250

D 2199-2357

**Figure S3**



**Table SI: Primers and Probes used for qPCR.**

| Gene           | Forward Primer (5'-3')     | Reverse Primer (5'-3')    | Probe (5'-3')               |
|----------------|----------------------------|---------------------------|-----------------------------|
| c-Fos          | AGCCGGCACCCACAAGTG         | GGAACCCCTCTAGGGAAGATGTG   | CACTGCCCGAGCTGGTGCAT        |
| c-Jun          | GGAACAGGTGGCACAGCTAAACA    | TTGCAACTGCTCGCTTAGCATGAG  | TGAACCACGTTAACAGTGGTGCCAA   |
| c-Myc          | CCTCCACTCGGAAGGACTATC      | TCGGTTGTTGCTGATCTGTCT     | CTGCCAAGAGGGTCAAGTTGGACA    |
| Cyc-B1         | GCACCTGGCTAAGAACATGTAGTCAT | TGCTTCGATGTGGCATACTTG     | TGCTTCGATGTGGCATAACTTG      |
| Cyc-A2         | CCCAAAGCACACTACATGAAGAAG   | ACCAGCCAGTCCACCAGAACATC   | CAGCCAGACATCACGGAAGGCA      |
| Cox-2          | GCTAGCCCACAAAGAACATTGTC    | GTGGCTGAACAAATTAACGAAGCAT | AGCCTGAATGTGCCATAAGACTGACC  |
| TNF $\alpha$   | GGCCCAGACTATCTGACTTTG      | AGGCCTTGGGAAGGTTGGAT      | CCGAGTCTGGGCAGGTCTACTTTG    |
| GM-CSF         | GGCCAAGCCCATTAAAGGT        | CACTCCACCATCTGTGAAAGAC    | TCTTCTGTTGGGTGCTATCATTTCTGA |
| $\beta$ -Actin | GGCACCCAGCACAATGAAG        | GCCGATCCACACGGAGTA        | CAAGATCATTGCTCCTCCTGAGCGC   |
| GAPDH          | TCGACAGTCAGCCGCATCTTCTTT   | ACCAAATCCGTTGACTCCGACCTT  | AGCCACATCGCTCAGACACCATGGG   |