Supporting Information

Governing the DNA-binding mode of styryl dyes by the length of their alkyl substituents – From intercalation to major groove binding

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1. DNA-binding experiments with methyl green (MG)

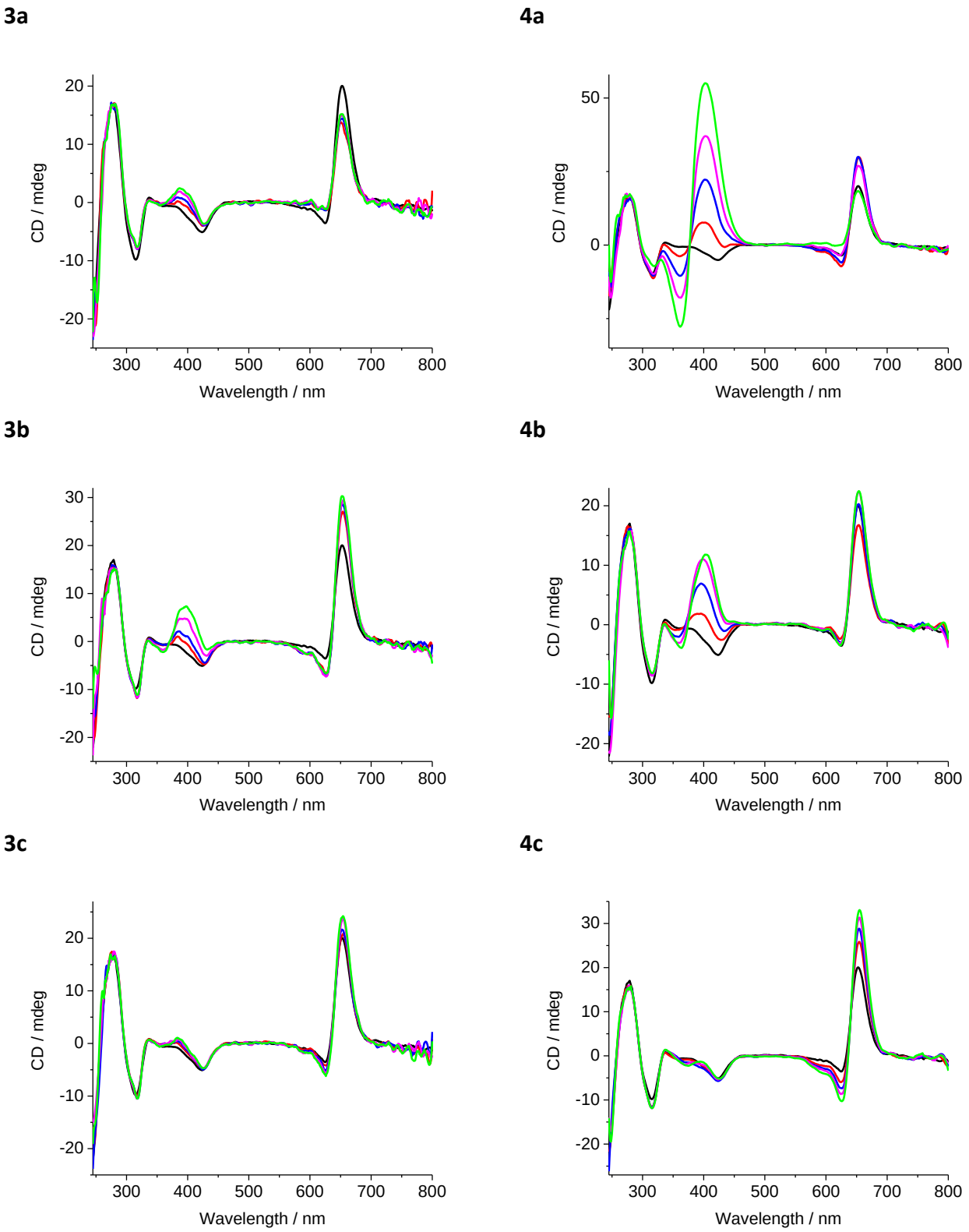

Figure S1. CD spectra of mono- and bis-styryl dyes **3a**–**3c** and **4a**–**4c** in the presence of major groove binder methyl green and ct DNA (c_{DNA} = 50 μM). For methyl green, the ligand-to-DNA ratio (*LDR*) is 0.45 for all samples. The *LDR* values for the dyes: 0 (black); 0.15 (red); 0.30 (blue); 0.45 (magenta); 0.60 (green). In all cases: BPE buffer with 3% (v/v) DMSO, 20 °C.

2. NMR data

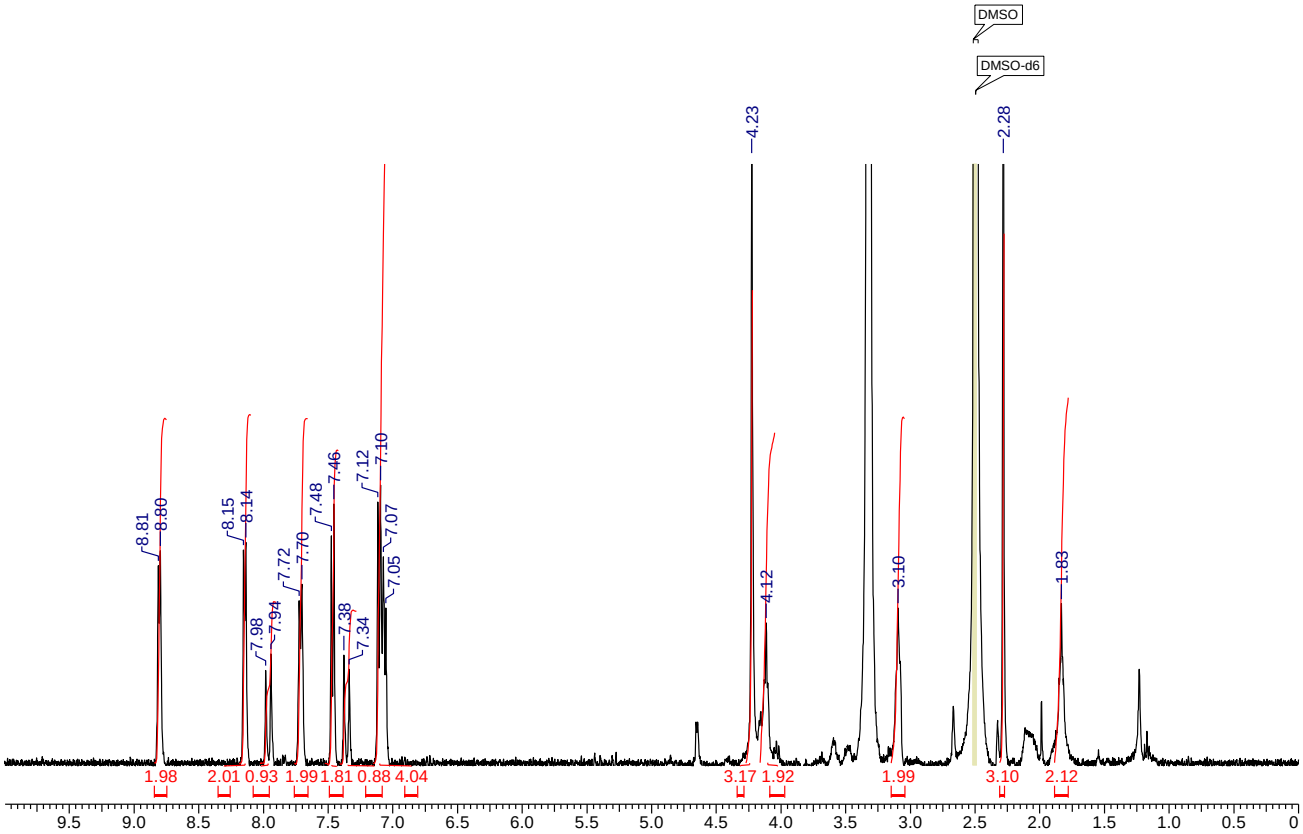

Figure S2. ^{1}H NMR spectrum of **3a** in DMSO-d_6.

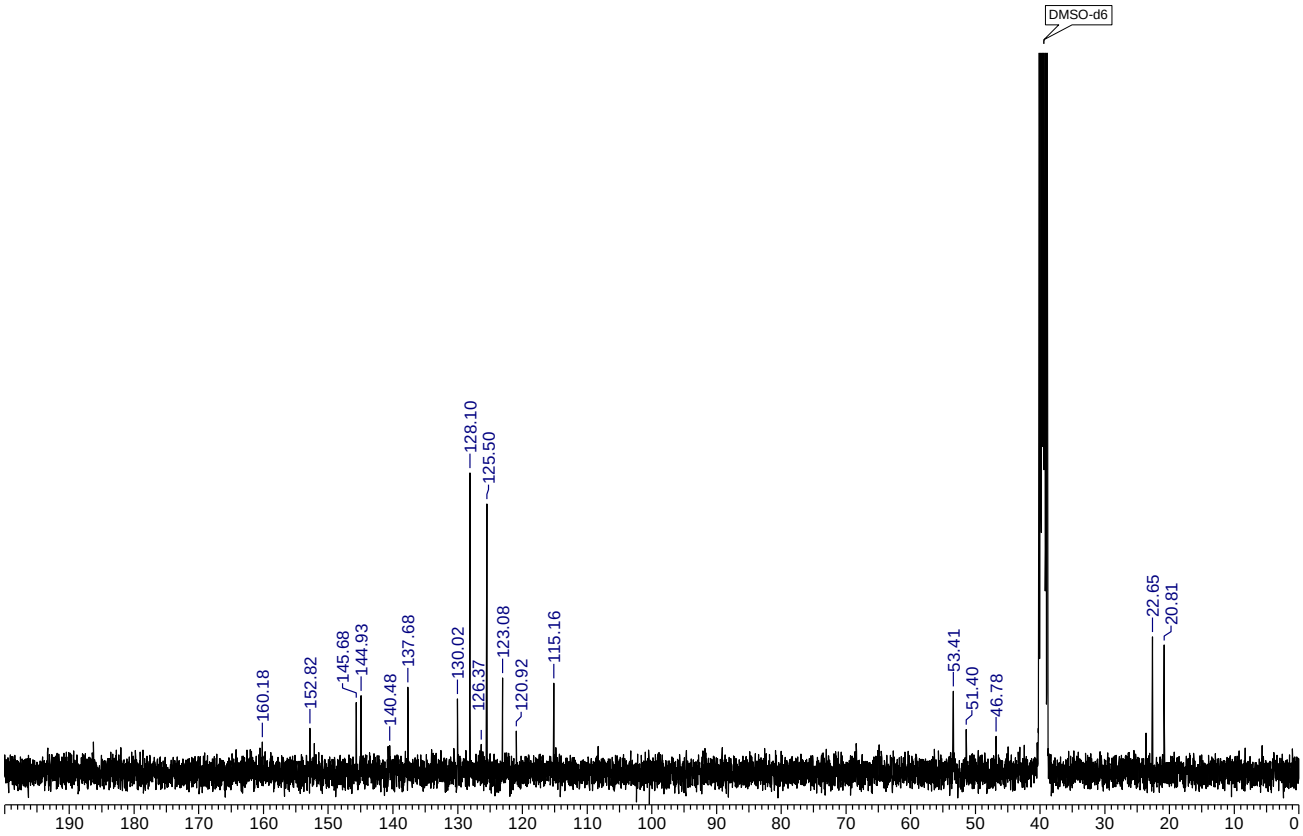

Figure S3. ^{13}C NMR spectrum of **3a** in DMSO-d_6.

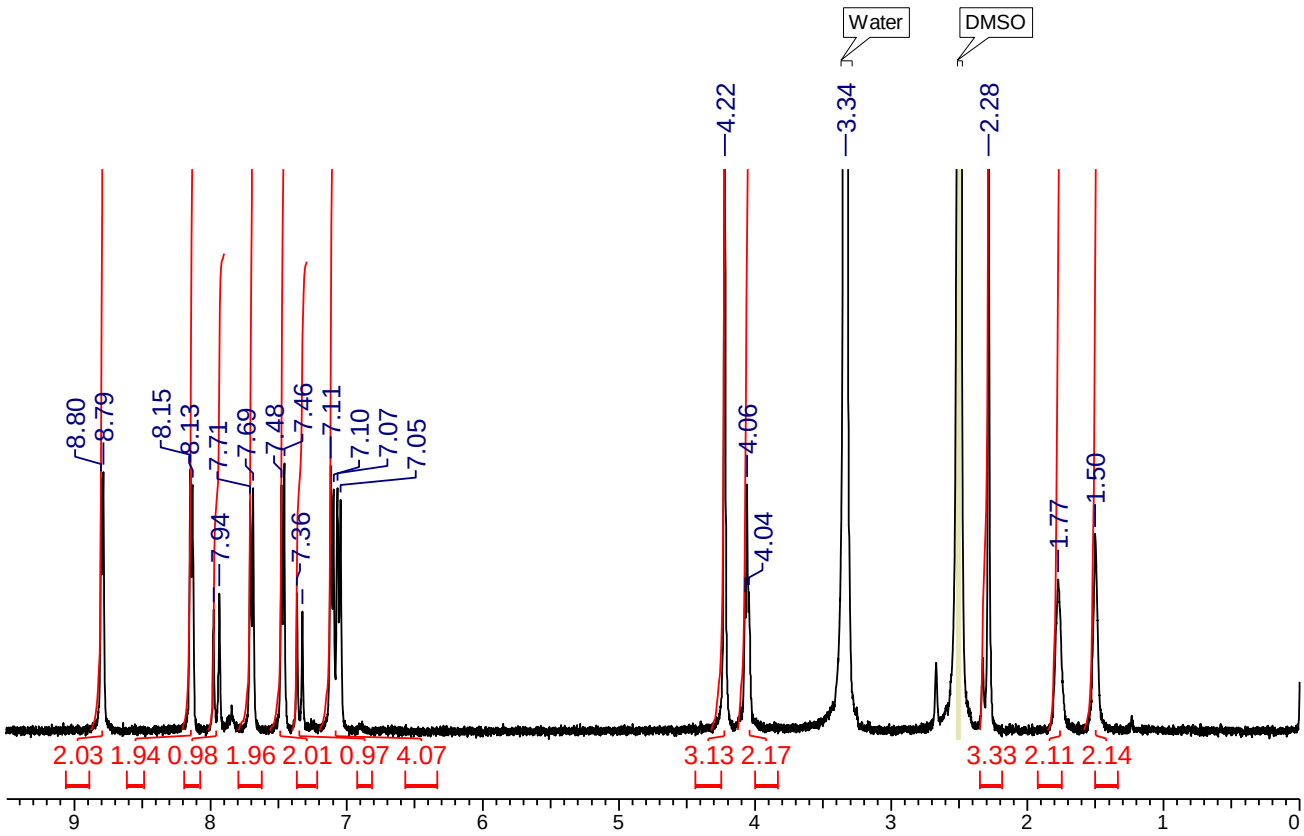

Figure S4. ^{1}H NMR spectrum of **3b** in DMSO-d_6.

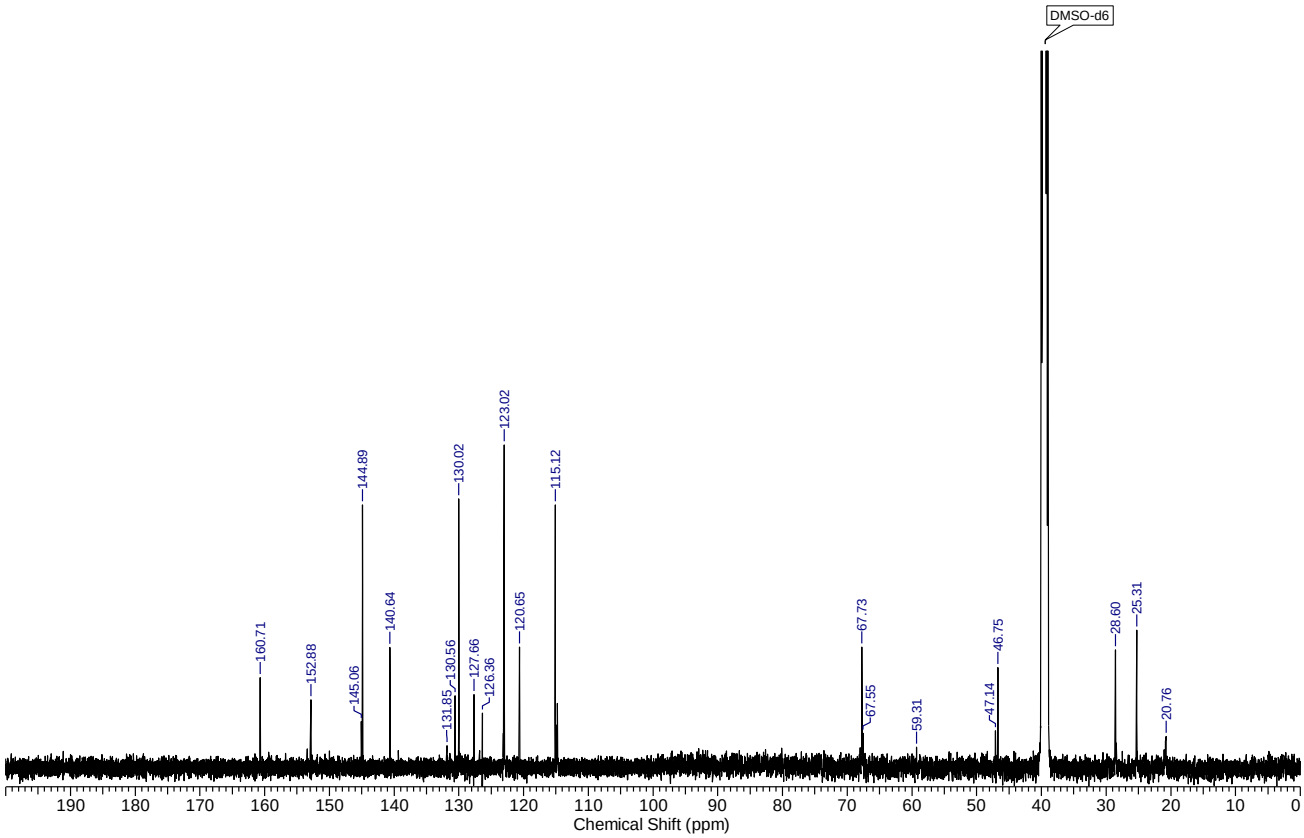

Figure S5. ^{13}C NMR spectrum of **3b** in DMSO-d_6.

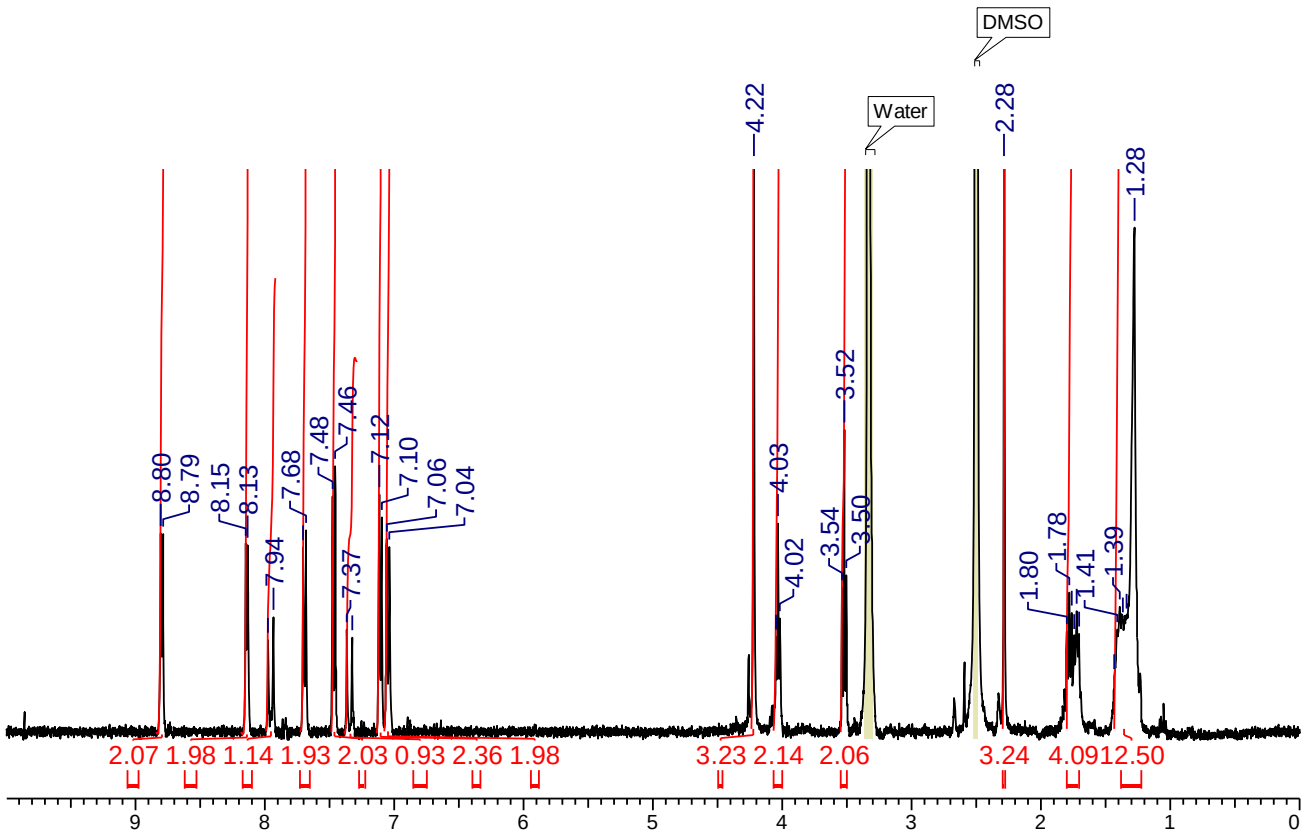

Figure S6. ^{1}H NMR spectrum of **3c** in DMSO-d_6.

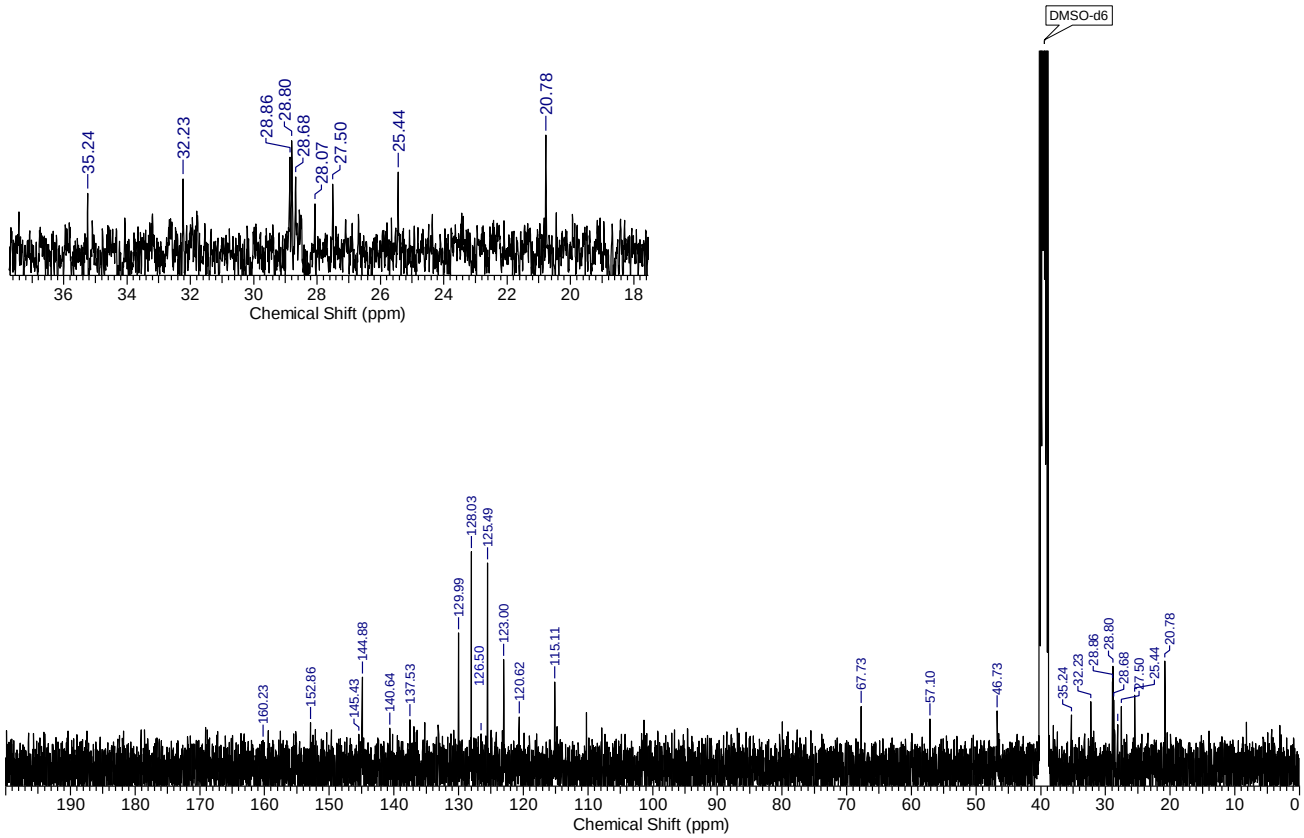

Figure S7. ^{13}C NMR spectrum of **3c** in DMSO-d_6.

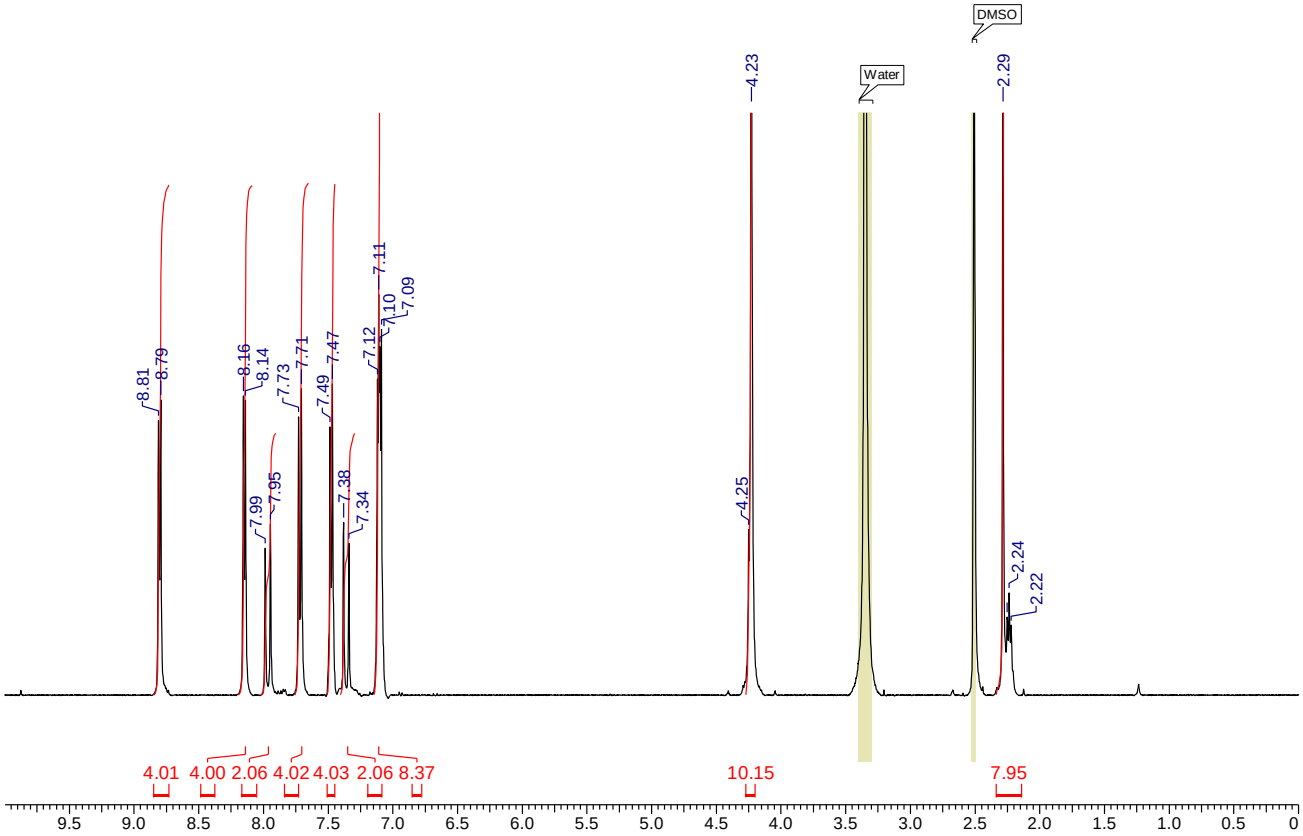

Figure S8. ^{1}H NMR spectrum of **4a** in DMSO-d_6.

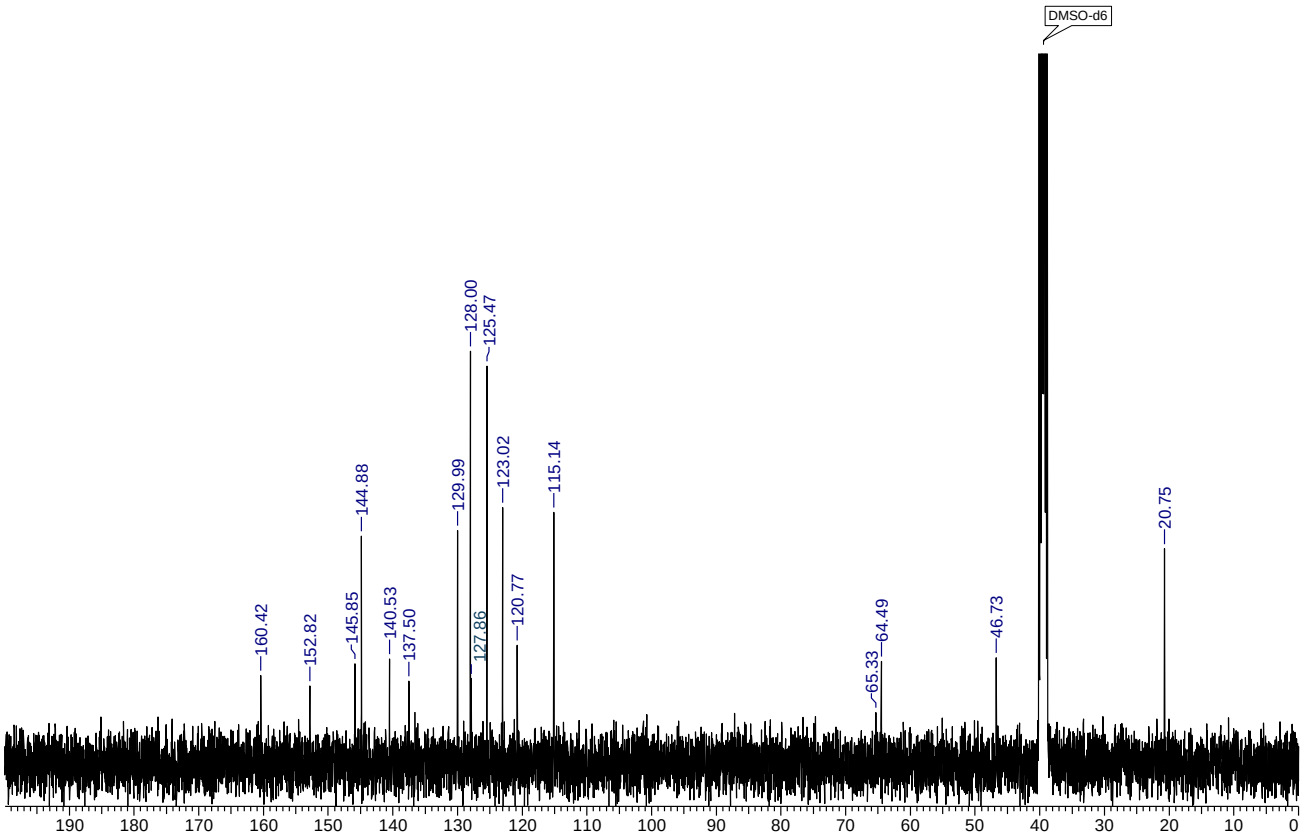

Figure S9. ^{13}C NMR spectrum of **4a** in DMSO-d_6.

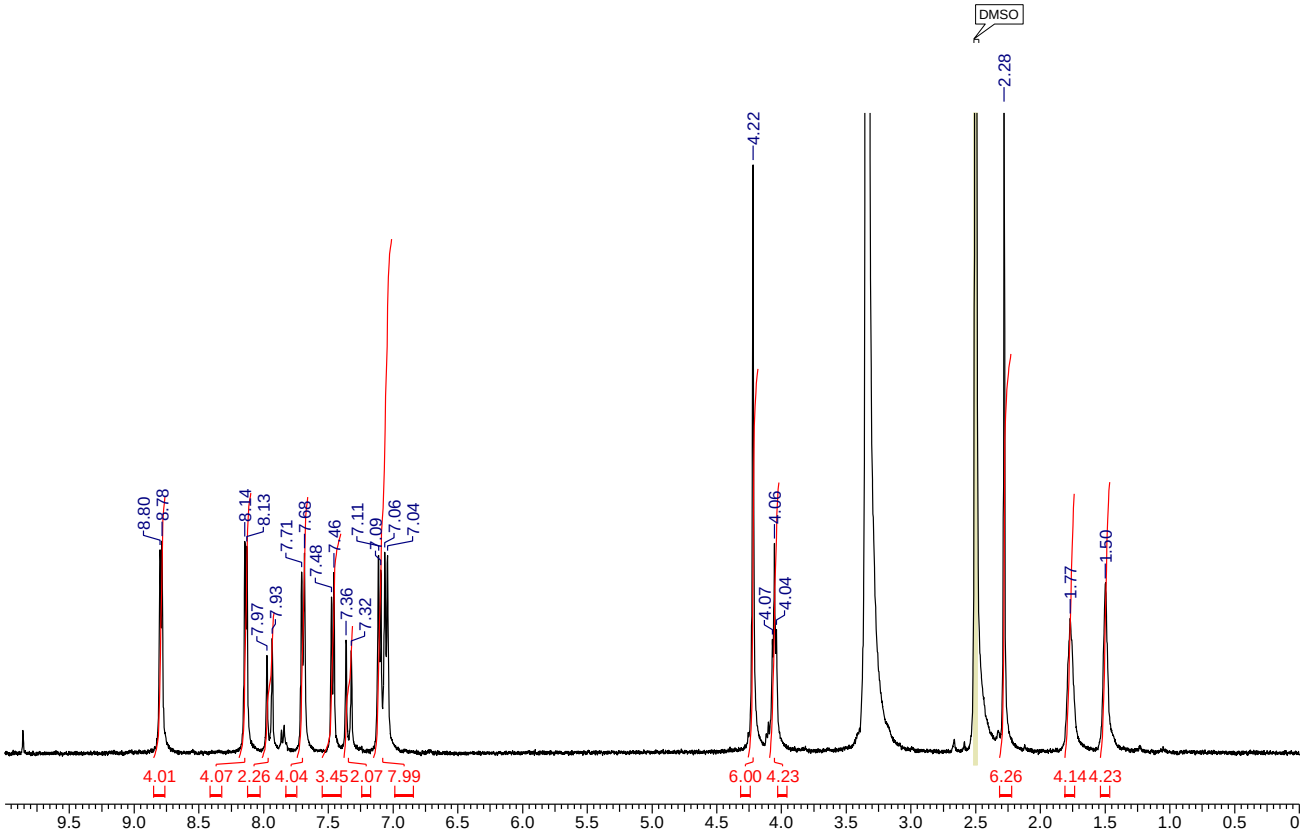

Figure S10. ^{1}H NMR spectrum of **4b** in DMSO-d_6.

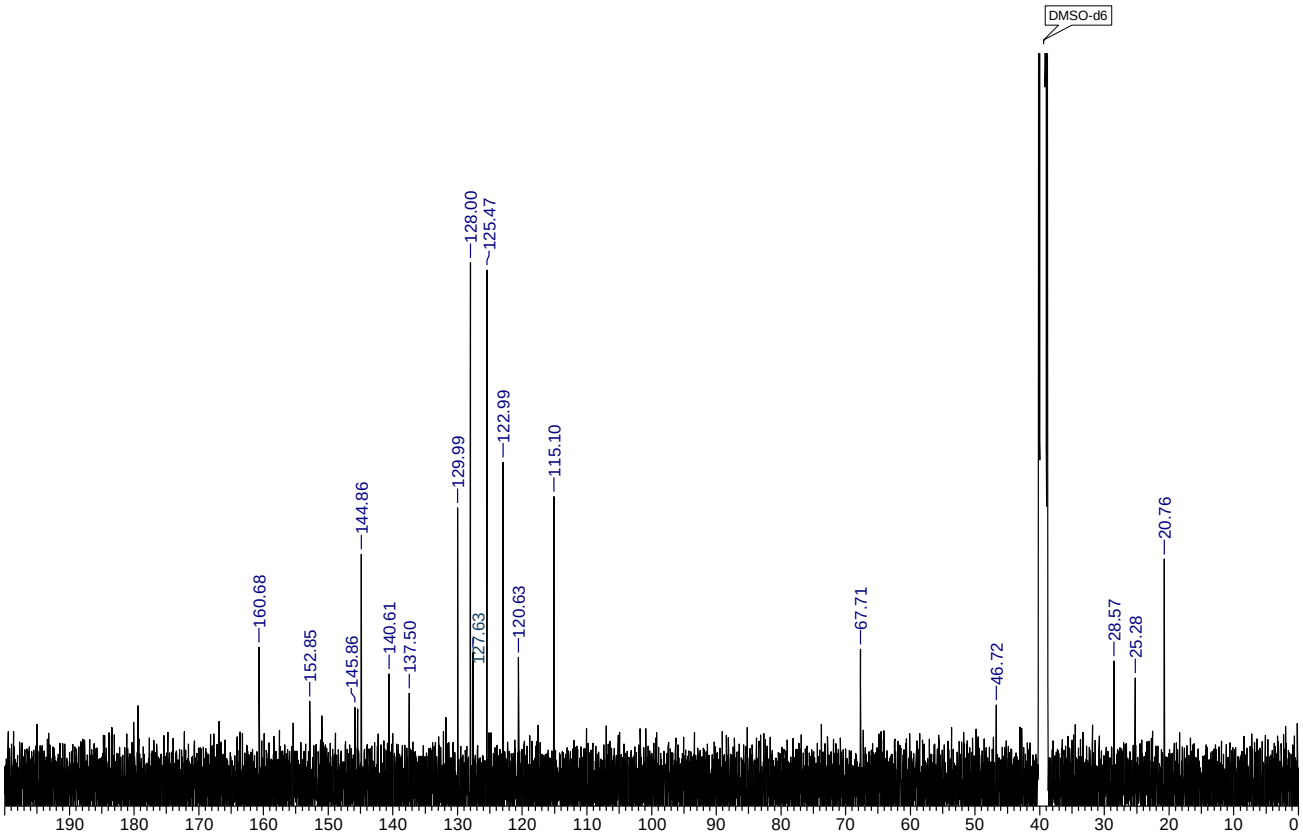

Figure S11. ^{13}C NMR spectrum of **4b** in DMSO-d_6.

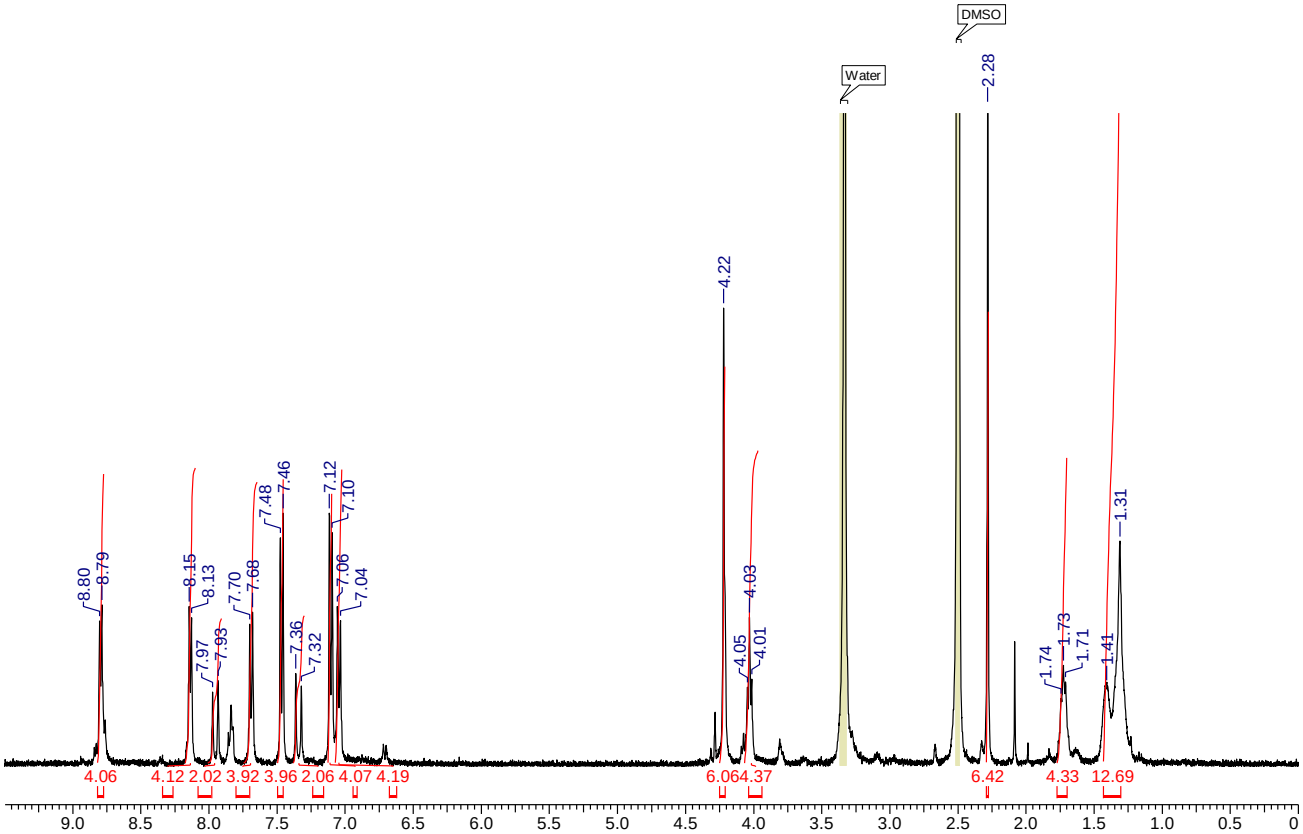

Figure S12. ^{1}H NMR spectrum of **4c** in DMSO-d_6.

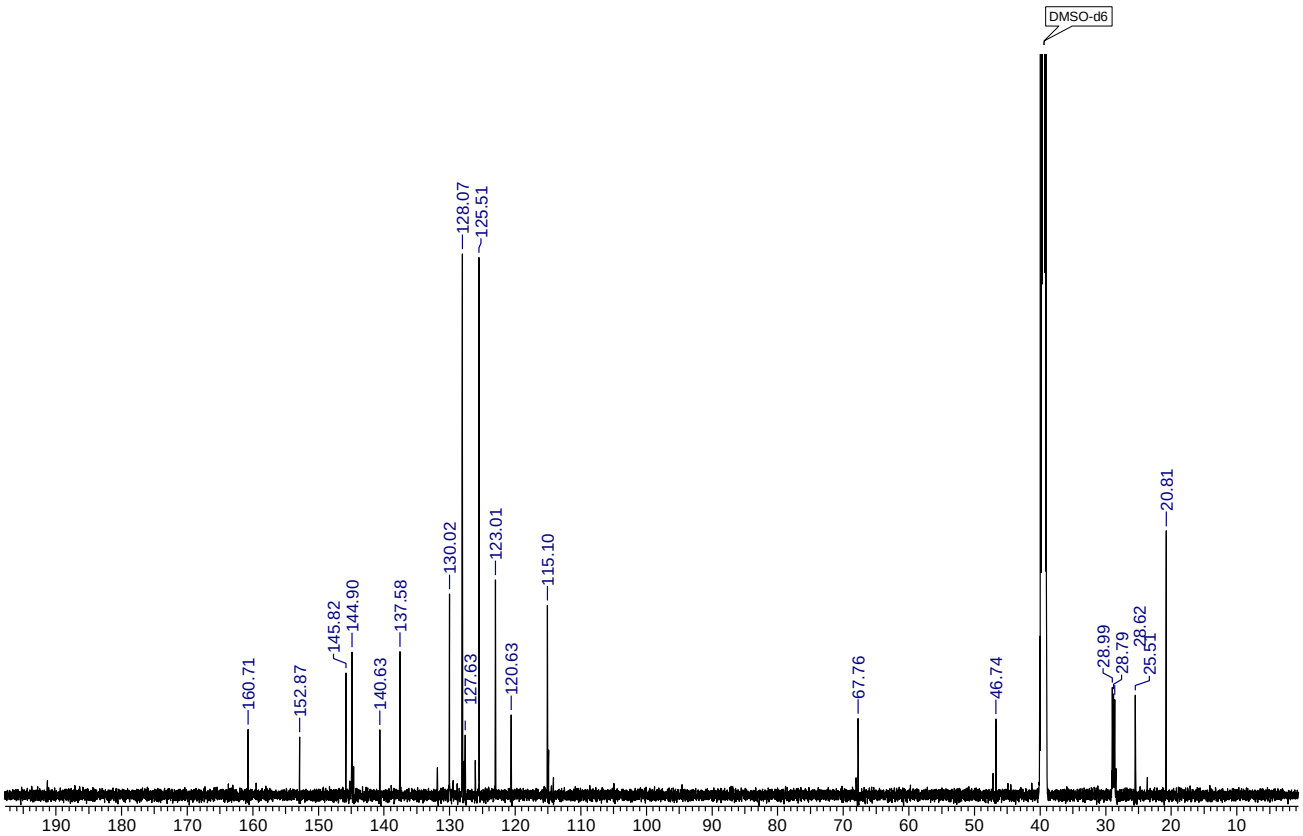

Figure S13. ^{13}C NMR spectrum of **4c** in DMSO-d_6.