



Figure S3 Varying model parameters by several orders of magnitude does not alter our qualitative results on the stable region of binding site length and information content, or its agreement with empirical data. The panels show (clockwise from top left) an increased ratio of false to true targets, $L/K = 10^5$, a decreased ratio of false to true targets $L/K = 10^3$, decreased selection on true targets $Ns_- = Ns_+ = 1$ and increased selection on false targets $Ns_- = Ns_+ = 10$.