

Supporting Information

Ethyl 5-(4-bromophenyl)-4-methyl-1H-pyrrole-2-carboxylate

Marcus Baumann¹ and Ian R. Baxendale^{1,*}

¹ Department of Chemistry, University of Durham, South Road, DH1 3LE Durham, UK;

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1. Materials and Methods

Unless otherwise stated, all solvents were purchased from Fisher Scientific and used without further purification. Substrates and reagents were purchased from Alfa Aesar or Sigma Aldrich and used as received.

^1H -NMR spectra were recorded on a Varian VNMRs-600 instrument and are reported relative to residual solvent: CHCl_3 (δ 7.26 ppm). ^{13}C -NMR spectra were recorded on the same instrument and are reported relative to CHCl_3 (δ 77.16 ppm). Data for ^1H -NMR are reported as follows: chemical shift (δ / ppm) (integration, multiplicity, coupling constant (Hz)). Multiplicities are reported as follows: s = singlet, d = doublet, t = triplet, q = quartet, p = pentet, m = multiplet, br. s = broad singlet, app = apparent. Data for ^{13}C -NMR are reported in terms of chemical shift (δ / ppm) and multiplicity (C, CH, CH_2 or CH_3). DEPT-135, COSY, HSQC, HMBC and NOESY experiments were used in the structural assignment.

IR spectra were obtained by use of a Perkin Elmer RX1 spectrometer (neat, ATR sampling) with the intensities of the characteristic signals being reported as weak (w, <20% of tallest signal), medium (m, 21-70% of tallest signal) or strong (s, >71% of tallest signal).

Low and high-resolution mass spectrometry was performed using the indicated techniques on either Waters LCT Premier XE or Waters TQD instruments equipped with Acquity UPLC and a lock-mass electrospray ion source.

X-ray diffraction experiments were recorded on an D8Venture instrument using $\text{MoK}\alpha$ radiation at 120 K. Data were deposited with the Cambridge Crystallographic Data Centre as CCDC1562557.

2. NMR Spectra of Compound 10:

