Edgar Filing: KEYCORP /NEW/ - Form 424B2

KEYCORP/NEW/ Form 424B2 July 22, 2004

PRICING SUPPLEMENT NO. 11, DATED: July 20, 2004 to Prospectus Supplement Dated October 7, 2003 REGISTRATION STATEMENT NO. 333-73380 to Prospectus Dated November 28, 2001

RULE 424(b)(2)

KEYCORP

\$325,000,000 [X] SENIOR MEDIUM-TERM NOTES, SERIES G [] SUBORDINATED MEDIUM-TERM NOTES, SERIES F Floating Rate Notes [] ___% Fixed Rate Notes [X] [X] Book-Entry Notes [] Certificated Notes Original Issue Date: July 23, 2004 Maturity Date: July 23, 2007 Issue Price: 99.825% Paying Agent: Deutsche Bank Trust Company Americas Authenticating Agent: Deutsche Bank Trust Company Americas OPTION TO ELECT REDEMPTION: [] Yes [X] No OPTION TO EXTEND MATURITY: Redemption Date(s): Extended Maturity Dates:

Initial Redemption Percentage: Notice of Extension Date(s): Annual Redemption Percentage Reduction: [] Yes [X] No OPTION TO ELECT REPAYMENT: SPECIFIED CURRENCY (NOT U.S. DOLLARS):[] Repayment Date(s): Authorized Denominations: Repayment Price(s): Exchange Rate Agency: Repurchase Price (if any): N/A Optional Interest Rate Reset: [] Amortization Schedule (if any): N/A Optional Interest Rate Reset Dates: []

Sinking Fund Defeasance: [] Yes [X] No Optional Extension of Maturity: Length of Extension Period:

[X]\$1,000 [] Other: Minimum Denominations:

FIXED RATE NOTES ONLY

Interest Computation Period:

Interest Payment Dates:

Regular Record Dates if other than May 31 and November 30:

[]

[]

[]

Edgar Filing: KEYCORP /NEW/ - Form 424B2

FLOATING RATE NOTES ONLY

BASE RATE:

[] [] [X] []	Fede:	ercial Paper Ra ral Funds Rate		[]	Treasury Ra CMT Rate 11th Distri Other (spec	ct Cost of Funds Rate
<pre>Initial Interest Rate: 3 month LIBOR on July 21, 2004 + 20 basis points</pre>					uly 21,	Interest Determination Date: Two London by to each Interest Reset Date
Index Maturity: 3 month LIBOR						Interest Reset Period: Quarterly
Spread (Plus or minus): +20 basis points					Interest Reset Dates: Quarterly on the 23st January, April, July and October	
Maximum Interest Rate: N/A					Interest Payment Dates: Quarterly on the 2 January, April, July, and October, co October 25, 2004	
Minimum Interest Rate: N/A					Calculation Date: N/A	
Total Amount of OID: N/A					Calculation Agent: KeyBank National Associ	
Yield to Maturity: N/A					Spread Multiplier: N/A	
Initial Accrual Period OID and Designated Method: N/A						Telerate Page: 3750 Other Terms (if any):
AGENT: [X] Citigroup Global Markets Inc. [] Banc of America Securities LLC [] Bear, Stearns & Co. Inc. [] Credit Suisse First Boston Corporation [] Deutsche Bank Securities Inc. [] Goldman, Sachs & Co. [] HSBC Securities (USA), Inc. [] J.P. Morgan Securities Inc. [] Lehman Brothers Inc. [X] KeyBanc Capital Markets, a division of McDonald Investments Inc. [Morgan Stanley & Co. Incorporated [X] UBS Securities LLC [X] Other: Wachovia Capital Securities, LLC					poration stments Inc. ted	Agent's Discount or Commission: 0.175% (\$5 Trade Date: July 20, 2004 Proceeds to KeyCorp: \$324,431,250
[] <i>I</i>	Acting	as Agent		r the sale of Notes by the principal amount		
[X] <i>I</i>	Acting	as Principal [X] Agent is purchasing Not Principal for resale to purchasers at:				
					d public off pal amount	ering price of % of the

Edgar Filing: KEYCORP /NEW/ - Form 424B2

[X] varying prices related to prevailing market prices at the time of resale to be determined by such Agent