

Edgar Filing: KEYCORP /NEW/ - Form 424B2

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Form 424B2
July 22, 2004

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

RULE 424(b) (2)
REGISTRATION STATEMENT NO. 333-73380

KEYCORP

\$325,000,000

☒ SENIOR MEDIUM-TERM NOTES, SERIES G
☐ SUBORDINATED MEDIUM-TERM NOTES, SERIES F

☒ Floating Rate Notes ☐ ____% Fixed Rate Notes
☒ 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 ☒ No	OPTION TO EXTEND MATURITY:	☐
Redemption Date(s):		Extended Maturity Dates:	
Initial Redemption Percentage:		Notice of Extension Date(s):	
Annual Redemption Percentage Reduction:			
OPTION TO ELECT REPAYMENT:	☐ Yes ☒ No	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 ☒ No	Optional Extension of Maturity:	☐
		Length of Extension Period:	☐
Minimum Denominations:	☒ \$1,000 ☐ Other:		

FIXED RATE NOTES ONLY

Interest Computation Period:

Interest Payment Dates:

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

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FLOATING RATE NOTES ONLY

BASE RATE:

☐ CD Rate	☐ Treasury Rate
☐ Commercial Paper Rate	☐ CMT Rate
☐ Federal Funds Rate	☐ 11th District Cost of Funds Rate
☒ LIBOR	☐ Other (specify):
☐ Prime Rate	

Initial Interest Rate: 3 month LIBOR on July 21,
2004 + 20 basis points

Interest Determination Date: Two London bu
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 23r
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: ☒ 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.
☒ KeyBanc Capital Markets,
a division of McDonald Investments Inc.
☐ Morgan Stanley & Co. Incorporated
☒ UBS Securities LLC
☒ Other: Wachovia Capital Securities, LLC

Agent's Discount or Commission: 0.175% (\$5
Trade Date: July 20, 2004
Proceeds to KeyCorp: \$324,431,250

☐ Acting as Agent Agent is acting as Agent for the sale of Notes by
KeyCorp at a price of % of the principal amount

☒ Acting as Principal ☒ Agent is purchasing Notes from KeyCorp as
Principal for resale to investors and other
purchasers at:

☐ a fixed public offering price of % of the
Principal amount

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