KEYCORP /NEW/
Form 424B2
February 10, 2004

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PRICING SUPPLEMENT NO. 8, DATED: February 6, 2004 RULE 424(b)(2)
to Prospectus Supplement Dated October 7, 2003 REGISTRATION STATEMENT NO. 333-73380
to Prospectus Dated November 28, 2001

KEYCORP

$250,000,000

[X] SENIOR MEDIUM-TERM NOTES, SERIES G
[ ] SUBORDINATED MEDIUM-TERM NOTES, SERIES F

[ ]	Floating Rate Notes	[X]	2.75% Fixed Rate Notes
[X]	Book-Entry Notes	[ ]	Certificated Notes

Original Issue Date: February 13, 2004
Maturity Date: February 27, 2007
Issue Price: 99.77%
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:				
OPTION TO ELECT REPAYMENT:	[ ] Yes	[X] 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	[X] No	Optional Extension of Maturity:	[ ]
			Length of Extension Period:	[ ]
Minimum Denominations:	[X]$1,000	[ ] Other:		

FIXED RATE NOTES ONLY

Interest Computation Period: Semi-annual

Interest Payment Dates: Semi-annually on the 27th day of each February and August, commencing on

Regular Record Dates if other than May 31 and November 30: The 12th day of each February and Augu

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:

Index Maturity:

Spread (Plus or minus):

Maximum Interest Rate:

Minimum Interest Rate:

Total Amount of OID:

Yield to Maturity:

Initial Accrual Period OID and Designated Method:

Interest Determination Date:

Interest Reset Period:

Interest Reset Dates:

Interest Payment Dates:

Calculation Date:

Calculation Agent:

Spread Multiplier:

Telerate Page:

Other Terms (if any):

AGENT:
[ ] Salomon Smith Barney Inc.
[ ] Banc of America Securities LLC
[ ] 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] McDonald Investments Inc.
[ ] Morgan Stanley & Co. Incorporated
[ ] Other ____________________________

Agent's Discount or Commission: .10% ($250
Trade Date: February 6, 2004
Proceeds to KeyCorp: $249,175,000

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

[X] Acting as Principal — [X] 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