

Edgar Filing: KEYCORP /NEW/ - Form 424B2

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Form 424B2  
May 20, 2004

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PRICING SUPPLEMENT NO. 9, DATED: May 18, 2004  
to Prospectus Supplement Dated October 7, 2003  
to Prospectus Dated November 28, 2001

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

KEYCORP

\$250,000,000

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

Floating Rate Notes  4.70% Fixed Rate Notes  
 Book-Entry Notes  Certificated Notes

Original Issue Date: May 21, 2004  
Maturity Date: May 21, 2009  
Issue Price: 99.987%  
Paying Agent: Deutsche Bank Trust Company Americas  
Authenticating Agent: Deutsche Bank Trust Company Americas

OPTION TO ELECT REDEMPTION:  Yes  No      OPTION TO EXTEND MATURITY:  Yes  No  
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):  Yes  No  
Repayment Date(s):      Authorized Denominations:  
Repayment Price(s):      Exchange Rate Agency:

Repurchase Price (if any): N/A      Optional Interest Rate Reset:  Yes  No  
Amortization Schedule (if any): N/A      Optional Interest Rate Reset Dates:  Yes  No  
Sinking Fund Defeasance:  Yes  No      Optional Extension of Maturity:  Yes  No  
Length of Extension Period:  Yes  No

Minimum Denominations:  \$1,000  Other:

FIXED RATE NOTES ONLY

Interest Computation Period: Semi-annual

Interest Payment Dates: Semi-annually on the 21st day of each May and November, commencing on Nov

Regular Record Dates if other than May 31 and November 30: The 6th day of each May and November

FLOATING RATE NOTES ONLY

BASE RATE:

- |  |   |
|--|---|
| <input type="checkbox"/> CD Rate               | <input type="checkbox"/> Treasury Rate                    |
| <input type="checkbox"/> Commercial Paper Rate | <input type="checkbox"/> CMT Rate                         |
| <input type="checkbox"/> Federal Funds Rate    | <input type="checkbox"/> 11th District Cost of Funds Rate |
| <input type="checkbox"/> LIBOR                 | <input type="checkbox"/> Other (specify):                 |
| <input type="checkbox"/> Prime Rate            |   |

Initial Interest Rate:	Interest Determination Date:
Index Maturity:	Interest Reset Period:
Spread (Plus or minus):	Interest Reset Dates:
Maximum Interest Rate:	Interest Payment Dates:
Minimum Interest Rate:	Calculation Date:
Total Amount of OID:	Calculation Agent:
Yield to Maturity:	Spread Multiplier:
Initial Accrual Period OID and Designated Method:	Telorate Page:
	Other Terms (if any):

AGENT: <input checked="" type="checkbox"/> Citigroup Global Markets Inc.	Agent's Discount or Commission: .30% (\$750
<input type="checkbox"/> Banc of America Securities LLC	Trade Date: May 18, 2004
<input type="checkbox"/> Bear, Stearns & Co. Inc.	Proceeds to KeyCorp: \$249,217,500
<input type="checkbox"/> Credit Suisse First Boston Corporation	
<input type="checkbox"/> Deutsche Bank Securities Inc.	
<input type="checkbox"/> Goldman, Sachs & Co.	
<input type="checkbox"/> HSBC Securities (USA), Inc.	
<input checked="" type="checkbox"/> J.P. Morgan Securities Inc.	
<input type="checkbox"/> Lehman Brothers Inc.	
<input checked="" type="checkbox"/> KeyBanc Capital Markets, a division of McDonald Investments Inc.	
<input checked="" type="checkbox"/> Morgan Stanley & Co. Incorporated	
<input checked="" type="checkbox"/> UBS Securities LLC	
<input type="checkbox"/> Other _____	

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

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

