

Edgar Filing: KEYCORP /NEW/ - Form 424B2

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Form 424B2  
June 18, 2004

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PRICING SUPPLEMENT NO. 10, DATED: June 17, 2004  
to Prospectus Supplement Dated October 7, 2003  
to Prospectus Dated November 28, 2001

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

KEYCORP

\$100,000,000

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: June 21, 2004  
Maturity Date: June 21, 2007  
Issue Price: 99.92595%  
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:

- |  |   |
|--|---|
| <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 checked="" type="checkbox"/> LIBOR      | <input type="checkbox"/> Other (specify):                 |
| <input type="checkbox"/> Prime Rate            |   |

Initial Interest Rate: 3 month LIBOR on June 17, 2004 + 12.5 basis points

Interest Determination Date: Two London business days to each Interest Reset Date

Index Maturity: 3 month LIBOR

Interest Reset Period: Quarterly

Spread (Plus or minus): +12.5 basis points

Interest Reset Dates: Quarterly on the 21st of March, June, September and December

Maximum Interest Rate: N/A

Interest Payment Dates: Quarterly on the 21st of March, June, September and December, 2004

Minimum Interest Rate: N/A

Calculation Date: N/A

Total Amount of OID: N/A

Calculation Agent: KeyBank National Association

Yield to Maturity: N/A

Spread Multiplier: N/A

Initial Accrual Period OID and Designated Method: N/A

Tolerance 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.  
 McDonald Investments Inc.  
 Morgan Stanley & Co. Incorporated  
 UBS Securities LLC  
 Other \_\_\_\_\_

Agent's Discount or Commission: .07405 (\$740,500)  
Trade Date: June 17, 2004  
Proceeds to KeyCorp: \$99,925,950

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