

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>KEISTER JOHN</u> (Last) (First) (Middle) <u>2101 - 4TH AVENUE, STE. 1980</u> (Street) <u>SEATTLE WA 98121</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/30/2004</u>	3. Issuer Name and Ticker or Trading Symbol <u>MARCHEX INC [MCHX]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;"><u>President & COO</u></p>	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<u>Class A Common Stock</u>	(1)	(9)	<u>Class B Common Stock</u>	<u>2,000,167</u>	(5)	<u>D</u>	
<u>Series A redeemable preferred stock</u>	(2)	(10)	<u>Class B Common Stock</u>	<u>623,833</u>	(6)	<u>D</u>	
<u>Series A redeemable preferred stock</u>	(3)	(11)	<u>Class B Common Stock</u>	<u>65,000</u>	(7)	<u>I</u>	<u>By GRAT</u>
<u>Series A redeemable preferred stock</u>	(4)	(12)	<u>Class B Common Stock</u>	<u>6,160</u>	(8)	<u>I</u>	<u>By IRA</u>

Explanation of Responses:

- 1. Immediate Exercisability
- 2. Immediate Exercisability
- 3. Immediate Exercisability
- 4. Immediate Exercisability
- 5. 1 for 1 Conversion
- 6. 1 for 1 Conversion
- 7. 1 for 1 Conversion
- 8. 1 for 1 Conversion
- 9. No expiration date.
- 10. No expiration date.
- 11. No expiration date.
- 12. No expiration date.

John Keister

03/30/2004

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.